
NOTICE OF MEETING

CABINET MEMBER FOR CULTURE, LEISURE AND SPORT

FRIDAY, 12 DECEMBER 2014 AT 9.00 AM

THE EXECUTIVE MEETING ROOM - THIRD FLOOR, THE GUILDHALL

Telephone enquiries to Lisa Gallacher 02392834056

Email: lisa.gallacher@portsmouthcc.gov.uk

CABINET MEMBER FOR CULTURE, LEISURE AND SPORT

Councillor Linda Symes (Conservative)

Group Spokespersons

Councillor Lee Hunt, Liberal Democrat

Councillor David Horne, Labour

Councillor Julie Swan, UK Independence Party

(NB This Agenda should be retained for future reference with the minutes of this meeting.)

Please note that the agenda, minutes and non-exempt reports are available to view online on the Portsmouth City Council website: www.portsmouth.gov.uk

Deputations by members of the public may be made on any item where a decision is going to be taken. The request should be made in writing to the contact officer (above) by 12 noon of the working day before the meeting, and must include the purpose of the deputation (for example, for or against the recommendations). Email requests are accepted.

AGENDA

- 1 Apologies for absence**

- 2 Declarations of interest**

3 **Post evaluation report for pilot Shopping Festival 2014** (Pages 1 - 10)

Purpose of report

to provide an update to the Cabinet Member for Culture, Leisure and Sport on the success of the shopping festival and put forward recommendations for the future. It was committed in the PRED briefing of Thursday 27 March to bring back a report to a future, post event, portfolio decision meeting. The paper includes an analysis of the event and improvements and plans for next year.

RECOMMENDED

That the event is repeated in 2015 but with the proposed changes of:

- **That the festival run for a shorter duration of 4 days from 18th to 21st September 2015.**
- **That the timing of the festival should be linked to a partner event in the Guildhall square.**
- **That the city centre managers support and promote the festival in their district shopping centres and run individual events.**
- **That the festival is expanded to cover certain shopping areas including the North of the city.**

4 **Library and Archives Fines and Charges Review 2015 - 16** (Pages 11 - 20)

Purpose of report

To review all library fines and charges levied by Portsmouth Library Service. This should ensure that charges cover the cost of service delivery and where practical are in line with those charged by neighbouring authorities.

RECOMMENDED

(1) That the following charges should increase from 1st April 2015 by the amounts indicated:

Item	Current Charge 2014/15	Proposed Charge 2015/16
Library		
Books - overdue	Adults: 17p per day to max of £8.50 Children: No charge	Adults: 18p per day to max of £9.00 Children: No charge
CD hire	£1.50 per month	£1.00 per week
CD overdue charge	All: 30p per day to max of £8.50	All: 30p per day to max of £9.00
Reservation fees	Books not in stock - UK loan £3.50	Books not in stock - UK loan £4.00
DVD overdue charge	Adults: 60p per day to max of £8.50 Children: 30p per day to max of £8.50	60p per day to max of £9.00 Children: 30p per day to max of £9.00

Portsmouth History Centre		
Research fees:	30 minutes £13.50	£14.00
Vehicle registration log transcriptions	£12.50	Vehicle registration log transcriptions: £14.00
Attach image to CD	£3.00	Image attached to CD: £5.00 per image and £1.00 for CD

(2) That the following new charges be applied from 1st April 2015 with the condition that the services reserves the right to refuse copy where the process would put the document at risk.

Item	Proposed charge 2015/16
Photocopying - from PHC sources where staff support is required - new charge for 2015	B&W A4: 50p B&W A3: £1.00 Colour A4: £1.50 Colour A3: £3.00
Photography permit (daily) - new charge for 2015	£10.00 per day

(3) That the following charges should remain unchanged for the year beginning 1st April 2015 from those set for 1st April 2014

Item	Current charge
DVD hire	£3.50 new releases £2.50 other stock
Items lost or damaged beyond repair: members 5 + years - all adult	Full replacement cost
Reservation fees	Books already in stock £1.00
	International loans - at cost
	Music scores (set of 40): £15.00
Replacement library tickets	Adult: £1.50 Child: £0.50P
Fax services	UK A4 £1.00 Rest of world: £2.00 Receipt of fax: £0.50p

Braille Services	Core copy per A4 sheet: £3.50 Additional copy per A4 sheet: £0.60p Service free to individual with vision impaired
Patent Documents	Copies obtained from other libraries at cost
Photocopying/prints	A4 b&w: 10p A3 b&w: 20p A4 colour: £1.00 A3 colour: £1.50
IT Suite Hire	Hire of IT suites at Carnegie, Central & Southsea Libraries £18.00 per hour £13.50 per hour for PCC/charities/voluntary orgs
Baptism, marriage and confirmation certificates:	£12.00
Image to be sent by email	: £5.00
Prints from microfilm/microfiche	A4 b&w £0.50p A3 b&w: £1.00
Photographic prints	7x5 £5 8x6 £6 10x8 £7 12x10 £10.50
PHC Postage	£5.00 min. Additional charge at cost

5 Fees and charges for Portsmouth Museums and Visitor Services (Pages 21 - 32)

Purpose of report

To propose a number of changes and additions to the current Fees and Charges for Portsmouth Museums and Visitor Services from April 2015.

RECOMMENDED

- (1) The increase in line with inflation to the Museum service's admission fees plus amendments to the Leisure Card rate to meet the 40% agreed discount, as listed in Appendix 1, are agreed.**
- (2) The 5% increase to the Museum venue hire charges as listed in Appendix 2 are agreed.**

- (3) **The changes to charges for the hire of the Castle Keep, the D-Day Museum Dulverton Wing and new charges for spaces at Portsmouth Museums as listed in Appendix 2 are agreed.**
- (4) **Wedding charges, including a year on year increase of 5%, as listed in Appendix 3 are agreed through to March 2018 to enable future bookings.**
- (5) **The Museum Service will apply the same charges agreed for Archives for research fees, attaching images to a CD, photocopying and assisted photocopying, the daily photography permit and for photographic prints.**
- (6) **Officers are able to offer a promotional discount for weddings and continue to test the potential of new income generating activities such as markets and specialist 'master-classes'. Where such charges are applied Leisure Card holders will be offered a 40% reduction.**

6 Mythical Maze: The 2014 Summer Reading Challenge (Pages 33 - 40)

Purpose of report

To inform the Cabinet Member of the results of the 2014 Summer Reading Challenge; the importance of encouraging children to read for pleasure; our growing engagement with young volunteers to support this initiative and to consider ways that pupil participation might be increased in the coming years.

RECOMMENDED

That the Library and Archive Service engage directly with schools, to explore how pupil participation in the Summer Reading Challenge can be increased. This could include embedding it in school improvement plans; targeting those schools with lower levels of participation and specific year groups or pupils.

7 Charges at Great Salterns Golf Course (Pages 41 - 54)

Purpose of report

(1) To present a review of the performance figures at Great Salterns Golf Course for the period April to September 2014 in order to gauge the effect of the new pricing policy (implemented in April 2014) by comparing this year's participation and income figures with previous years and with the golf market more widely.

(2) To recommend golf charges for the 12 months from April 2015.

RECOMMENDED

- (1) That the Cabinet Member notes the effect of the new pricing policy on participation and income for 2014/15 and approves the continuation of this policy to encourage greater participation.
- (2) That approval is given for golf charges for 2015/16 at Great Salterns Golf Course as set out in the attached schedule.
- (3) That approval is given for putting back the start of the off-peak period from 2pm to 4pm April to September; and from 12 noon to 2pm October to March.
- (4) That approval is given to make adjustments to prices at any point in the year if it becomes apparent that income from golf charges declines further than would be expected, taking into account the overall decline in the current golf market.

The following items are for information only

8 Portsmouth Libraries Stock Practices and Principles (Pages 55 - 66)

Purpose of Report

This report seeks to inform the Cabinet Member on Portsmouth Library Service's stock practice: the understanding and requirements behind the provision of stock in Portsmouth Libraries. Portsmouth Libraries follows a number of principles to inform stock selection, management and processes which are explained in sections 4-10.

9 The Portsmouth Mobile Library (Pages 67 - 70)

Purpose of Report

To update the Cabinet Member on performance and progress made by the Portsmouth Mobile Library after the first two months of operation.

10 Update on the Conan-Doyle Collaborative Doctoral Award with the University of Portsmouth (Pages 71 - 74)

Purpose of Report

To update members on the progress of the Collaborative PhD project between Portsmouth City Council and the University of Portsmouth funded by the Arts and Humanities Research Council (AHRC). The project will run October 2013 to September 2016.

Members of the public are now permitted to use both audio visual recording devices and social media during this meeting, on the understanding that it neither disrupts the meeting or records those stating explicitly that they do not wish to be recorded. Guidance on the use of devices at meetings open to the public is available on the Council's website and posters on the wall of the meeting's venue.

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Agenda Item 3



Portsmouth
CITY COUNCIL

Title of meeting: Culture, Leisure and Sport Decision Meeting
Date of meeting: 12 December 2014
Subject: Post evaluation report for pilot Shopping Festival 2014
Report by: Head of City Development and Cultural Services
Wards affected: All
Key decision: No
Full Council decision: No

1. Purpose of report

- 1.1 The purpose of this report is to provide an update to the Cabinet Member for Culture, Leisure and Sport on the success of the shopping festival and put forward recommendations for the future. It was committed in the PRED briefing of Thursday 27 March to bring back a report to a future, post event, portfolio decision meeting. The paper includes an analysis of the event and improvements and plans for next year.

2. Recommendations:

2.1 That the event is repeated in 2015 but with the proposed changes of:

- **That the festival run for a shorter duration of 4 days from 18th to 21st September 2015**
- **That the timing of the festival should be linked to a partner event in the Guildhall square**
- **That the city centre managers support and promote the festival in their district shopping centres and run individual events**
- **That the festival is expanded to cover certain shopping areas including the North of the city**

3. Background

4. Concept

- 4.1 The original concept of the shopping festival is a celebration of shopping (and Portsmouth) to include discounts, events and entertainment across the city.

- 4.2 The principal purpose was a marketing initiative, encouraging and promoting usual events happening in the city and bringing them together with some additional activities. The reason for the festival idea was to strengthen associations to culture as research (YouGov Place Brand) shows that the top ranked cities are rated top for culture, atmosphere and being easy to get around.
- 4.3 The shopping festival was timed from 12 to 28 September, outside of the peak summer season and to incorporate Freshers week and the return of the University students. It ran over 2 weeks and 3 weekends showcasing the variety of shopping that the city has to offer for residents and visitors.

5. Target Audiences

- The festival was timed to welcome the new intake of students and their parents.
- The target audience to bring income into the city is visitors from within an hour's drive.
- The festival was also hoping to attract local residents and a number of free activities were scheduled to appeal to a cross section of the community.

6. Partners

- 6.1 Various partner organisations supported the event by displaying posters, giving out flyers and stickers on the trail and via marketing and social media. The Kings Theatre, Central and Southsea Libraries, Portsmouth Museum, Aspex Gallery, Spinnaker Tower, Hawkins Bazaar, Cascades, The Guildhall, Spinnaker Tower, and Portsmouth University participated as well as a number of shops, restaurants and cafes.

7. Location

- 7.1 As this was the pilot year, the festival was selected to be in a walkable area which is easily connected. The festival took place in the south of the city as the shopping areas are in walkable distance of each other, close to the seafront and visitor attractions and at the heart of the university campus.

8. Events

8.1. The Sherlock Trail

- 8.1.1 As part of the cultural offering, (top cities are ranked top for culture) a Sherlock Holmes detective trail was planned, promoting the city's Conan Doyle collection, structured to encourage residents and visitors to move around the city between the shopping centres and through cultural venues.
- 8.1.2 The Sherlock Trail was used at the final exhibition for the Heritage lottery funded Sharing Sherlock project, and was the largest ever exhibition of the Conan Doyle

Collection in Portsmouth, with unseen gems from the collection enlarged and displayed in cultural venues across the city.

- 8.1.3 The trail brought over 100 people to the venues, feedback was very positive from participants, many of them, despite having lived in the area for years, had not known/visited some of the venues; Aspex, Bush House and the Portsmouth Museum in particular.

"Just thought I'd send a quick email to say we did the Sherlock Trail on Thursday with 5 pupils and they all really enjoyed themselves. We also found a few things around Portsmouth that some of us didn't know existed so if that was the aim then it worked!" Ellen Keefe, Harbour School

*"The Sherlock Trail was good fun, and just what we needed on a school inset day!"
Mother of participant*

- 8.1.4 Aspex Gallery, said they had enjoyed taking part and had seen a noticeable increase in footfall.

"It's a good idea and helps to encourage people to explore" Aspex Gallery

- 8.1.5 The Portsmouth Museum also had positive feedback

"Really popular with families... certainly added to visitor numbers during the time of the festival". Portsmouth Museum

- 8.1.6 Hawkins Bazaar, the only retail outlet included in the trail said they had appreciated the business saying that people had been in to make purchases and also photographing items for future purchase.

*"I thought the event was a good idea and helped to promote the CASCADES SHOPPING MALL in the city. Great idea to help increase footfall in the centre also
Hawkins Bazaar*

- 8.1.7 In addition to the people that participated, many other people collected flyers or saw the large images /posters across the city and read the information (including staff at the venues), so the trail promoted the existence of the collection outside those that completed it.

- 8.1.8 Feedback from the Learning and Education officer for the Conan Doyle collection was extremely positive saying that the Sherlock Trail achieved the following objectives:

- Raised the profile of the collection in the city to new (students & families) and existing residents
- Highlighted the City Museum, Central Library and Elm Grove as significant locations linked to the ACDC
- Raised the profile of the collection through the general advertising across the city & beyond

"The Sherlock Trail also enabled us to keep in contact with community groups and schools who designed the exhibitions originally, giving an additional marketing and kudos to their original exhibitions and their groups. This will then allow the connection to the collection continue once the Mobile App and online exhibition go live, building good local knowledge and involvement." Laura Weston

8.1.9 In addition to raising awareness of Conan Doyle and the cultural venues around the city, the trail also helped to develop the volunteers. One said the project had given him the confidence to go out and speak to people when handing them trail flyers, as he was so comfortable with the project. He had never been able to do this before.

8.1.10 In order to increase future engagement, a mobile app is planned to be developed in conjunction with the University, meaning the trail could be conducted at any time, particularly over school holidays

8.2. Guildhall Square

8.2.1 The main entertainment was in Guildhall Square to draw people from one area to another encouraging movement between shopping areas (demonstrating 'easy to get around') and after closing to encourage evening stays (and spend).

8.2.2 During the first two weekends International food markets with a bar and entertainment were planned in Guildhall square. The Funky Town Festival, incorporating the 'prize draw' by the Lord Mayor took place during the last weekend of the festival. Some people had heard about the entertainment in Guildhall Square and had come along specifically, others had turned up spontaneously. Feedback was that the concept was a good one

8.2.3 Feedback was also received about the numbers of people attending; footfall was lower than expected. Despite the large amount of social media and press coverage, people were still unaware of the festival.

8.3 Other locations

- There were buskers in Commercial Road.
- There were various other events running at this time, planned to fit with the shopping festival. The Hampshire farmers market ran in Southsea during the 2nd weekend, the Making Waves Film Festival during the 2nd week (where they ran diary of a shopaholic on the big screen to link in with the theme)

8.4. Business Promotions

8.4.1 Retail outlets, cafes and restaurants provided prizes for the draw and discounts throughout the period to encourage secondary spend. Discounts and offers at over 20 cafes, restaurants and shops

- 8.4.2 A number of prizes were donated from restaurants and shops from a Southsea deckchair, various attraction/theatre tickets, picture, t-shirts, toy cars to a burrito a week for a year. The main 3 winners were drawn by the Lord Mayor at the Funky Town Festival as part of the closing ceremony.
- 8.4.3 Al Burrito, who provided prizes, said that they had the busiest week ever when their prize was first promoted by us via social media and the web.
- 8.4.4 Tango Tea Collectables in Albert Road thought it was a good idea and saw an increase in business, especially during the first weekend

"Keep going and let things evolve" Tango Tea

- 8.4.5 Packages were put together to encourage evening dining and overnight stays to encourage secondary spend and to encourage and build on the shopping experience. A methodology of how to evaluate and evidence this should be explored for 2015
- 8.4.6 The shopping festival has a strategic fit and works well with businesses and the city centre managers and can continue promoting Portsmouth as a shopping destination and supporting small businesses by involvement and support to events such as Independence Day and small business day.

9. Marketing activity

9.1 Website

- 9.1.1 The shopping festival page on the Visit Portsmouth website attracted 6365 page views (from inception in July. 5418 were unique, 942 were repeat visitors). During the festival it peaked at 500 in a day compared to the other main attraction pages Portsmouth Historic Dockyard, Gunwharf Quays and the Spinnaker Tower that attracted under 100 hits a day during the same period.

90% of website visitors were from the UK. Of these, a third came from Portsmouth, 15% London, 10% Southampton, 5% surrounding Portsmouth areas and 3% Brighton.

- 9.1.2 Internationally, website visitors were mainly from France, USA, Germany, Spain, Italy and Canada respectively

9.2 Reach

It was clear that we had reached an international audience. The event featured in articles in The Middle East/Africa and USA and from the internet we were contacted about the festival by performers from Italy wanting to take part next year.

9.3 Social Media

A dedicated Facebook page (92 likes), Twitter account (377 followers and still growing) and email address was set up for the festival.

9.4 Advertising

9.4.1 In addition the Internal PCC (free) advertising included Flagship, various promotional activities to databases such as to the leisure card database as well as the individual PCC shopping centre sites, PCC website and various Facebook pages and twitter accounts.

9.4.2 During the festival, events and activities were advertised on the big screen in Guildhall Square, on major road signs in the city and other communication screens in the libraries and museums around the city.

9.4.3 In addition to our own advertising, key partners, shops, restaurants and other entertainment venues across the city promoted the event.

9.5 Press Coverage

Over £15k VAE press coverage was achieved as well as coverage on the radio, internet and social media.

9.6 Resources and budget

9.6.1 The event was as planned, budget neutral, the main resource was officer time for Destination Brand Manager and support for the rest of the Economic development team and visitor services and Conan Doyle team

9.6.2 The Sherlock Trail was used as the final exhibition for the Heritage lottery funded Sharing Sherlock project, so relevant costs were covered by the funding.

9.6.3 The total marketing cost for the festival was £500.00 for a flyer to be designed and printed. This was offset by Income generated from renting of Guildhall Square to market traders for £500. There was also over £15,000 value added equivalent created by the festival

9.7 Challenges

9.7.1 Resources - the project team was not fully resourced this year and the limit resources available did impact on the depth and quality of the offer. Improvements would be to develop a fuller PCC project team with representatives from various areas of the council with dedicated responsibilities to include, Visitor services, City centre management, Conan Doyle, business support, event team

9.7.2 Reputation - the project has been planned to ensure the risk to reputation was limited, however there were concerns about quality of the Guildhall Square markets. To provide a high quality event as desired, this would need funding directly, by a partner or via sponsorship

9.7.3 Security - It was planned that the markets would be fenced overnight for security purposes; However having stalls fenced in at night was an issue in terms of access to the square and presentation and we would not want to repeat this so options to have pop up/moveable stalls is more suitable

9.8 Reasons for recommendations

9.8.1 The Shopping Festival linked to a number of objectives in the seafront strategy and regeneration strategy:

- Increase awareness of Portsmouth as a shopping destination and a place to visit (enhance Portsmouth's image)

This was achieved in terms of media coverage in The News, Hampshire, the wider UK, US, Mid East and led to contacts from cancer research, UK, New Forest bus company and an Italian Circus Company about performing in 2015.

- Demonstrate the convenience and diversity of the city's shopping offer from boutique, antique, high street and to designer brand all within a mile of the city centre

This was achieved in terms of the Sherlock trail helped with this taking people from one shopping area to another.

- Attract new and repeat visitors

Whilst we do not have a direct measure for this, we know that over 6000 people viewed this on the website and whilst participants on the trail mainly came from Portsmouth, some completers came from as further away including Clanfield, Portchester and Farnborough.

- Encourage over nights stays

Whilst we do not have a direct measure for this, we know that of the 6000 people viewed this on the website, 10% were from overseas and half of the UK residents were outside the 90 minute drive time. We should consider a measure for this for next year

- Generate income for local businesses through retail and secondary spend

This was achieved: positive feedback from Tango Tea, Hawkins Bazaar, Aspex Gallery and The Portsmouth Museum all support this

9.8.2 Therefore it is felt that the shopping festival is a strategic fit in terms of brand and visitor economy strategy and should be repeated next year, but to reshape the delivery from the lessons we have learnt.

9.9 Options for the future

The event should be repeated as to achieve the original concept of a marketing initiative to strengthen external perceptions of shopping. The festival was to strengthen cultural associations and again this element would be lost if there was no festival.

9.10 Repeat but with a properly funded or sponsored event in Guildhall Square

9.10.1 The markets in Guildhall Square were organised at short notice and did not offer as many stalls as we would have liked. In addition they did not a draw/family entertainment that was required to gain the desired footfall.

9.10.2 The Guildhall Square is a central point, linking the shopping centres. A future event should be professionally managed and be funded directly, via sponsorship or through working in partnership as the costs to such an event is approximately £8K

9.11 Repeat without the Guildhall Square element

The Guildhall Square took the most time and effort to organise, if this was left out then the city centre managers would be able to manage events in the centre directly and then there would only be a need for umbrella marketing.

9.12 Duration

9.12.1 There are benefits of both extending and shortening the length of time the festival :

- Reducing the length of the shopping festival to offer a more focussed experience into in one day/weekend is recommended. It would help us to develop the quality of the offer and to improved offers and discounts; shorter shopping trails could be developed, with alternative cultural or shopping themes. This was preferred option for town centre management
- However reducing the shopping festival length will impact on the ability to link up more of the existing events and may not give us the opportunities to maximise media coverage

10. Timings

10.1 The feedback was that the timing of the event should remain outside peak summer season, to coincide with Freshers week and incorporate various events such as the farmers market in Southsea, love Southsea markets and the film festival.

11. Equality impact assessment (EIA)

11.1 An equality impact assessment is not required as the recommendations do not have a negative impact on any of the protected characteristics described in the Equality Act 2010.

12. Legal comments

12.1 As the Festival involves the use of highways and non-Council property appropriate permissions and insurances will need to be in place to cover any liability that may arise from the festival. All other legal matters are dealt with in the body of the report.

13. Head of Finance comments

13.1 The Shopping Festival was funded from internal resources. Options for the future development of the Shopping Festival can now be explored based on the success of the 2014 event.

13.2 Following the approval of the recommendation contained in this report, a financial appraisal will be prepared in order to analyse the costs of the proposed 2015 event.

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Signed by:
Stephen Baily
Head of City Development and Cultural Services

Appendices: None

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

The recommendation(s) set out above were approved/ approved as amended/ deferred/
rejected by Cabinet Member for Culture, Leisure and Sport on 12 December 2014.

.....
Signed by:
Cabinet Member for Culture, Leisure and Sport

Agenda Item 4



Portsmouth
CITY COUNCIL

Agenda item:

Title of meeting: Culture, Leisure and Sport Decision Meeting

Date of meeting: 12 December 2014

Subject: Library and Archives Fines and Charges Review 2015 - 16

Report by: Head of City Development and Cultural Services

Wards affected: All

Key decision: No

Full Council decision: No

1. Purpose of report

- 1.1 To review all library fines and charges levied by Portsmouth Library Service. This should ensure that charges cover the cost of service delivery and where practical are in line with those charged by neighbouring authorities.

2. Recommendations

- 2.1 That the following charges should increase from 1st April 2015 by the amounts indicated:

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- 2.3 That the following charges should remain unchanged for the year beginning 1st April 2015 from those set for 1st April 2014

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Replacement library tickets	Adult: £1.50 Child: £0.50P
Fax services	UK A4 £1.00 Rest of world: £2.00 Receipt of fax: £0.50p
Braille Services	Core copy per A4 sheet: £3.50

	Additional copy per A4 sheet: £0.60p Service free to individual with vision impaired
Patent Documents	Copies obtained from other libraries at cost
Photocopying/prints	A4 b&w: 10p A3 b&w: 20p A4 colour: £1.00 A3 colour: £1.50
IT Suite Hire	Hire of IT suites at Carnegie, Central & Southsea Libraries £18.00 per hour £13.50 per hour for PCC/charities/voluntary orgs
Baptism, marriage and confirmation certificates:	£12.00
Image to be sent by email	£5.00
Prints from microfilm/microfiche	A4 b&w £0.50p A3 b&w: £1.00
Photographic prints	7x5 £5 8x6 £6 10x8 £7 12x10 £10.50
PHC Postage	£5.00 min. Additional charge at cost

3. Background

Key factors determining increases in fines and charges

- 3.1 The aim of the Libraries and Archives fines and charges review is to ensure that charges must, where practical represent inflation rises and must be at a level that covers the cost of service delivery. Particular attention has been given to processes that put a significant pressure on staff time, and subsequently, staff budgets. Direct inflation increases are not always practical and costs must be "rounded" to produce sensible amounts which can be charged and managed by our equipment.
- 3.2 As in previous years, a significant consideration is the level of fees and charges levied by neighbouring authorities to ensure our costs are reasonable and in line with local expectation. This is to ensure that residents and visitors are not dissuaded from using our services and encouraged to go elsewhere.

- 3.3 There is an above inflation increase for the late return of books and other loan items. However this is imposed, mindful that although Hampshire and Southampton, currently charge 15p per day, the Isle of Wight and West Sussex charge 20p. The increase is imposed to encourage the prompt return of loan items, to make them available for further use. Past evidence also suggests that items are less likely to go missing in resident's homes, when searches are undertaken sooner rather than later. There are also a range of measures in place to avoid items becoming overdue; text alerts, phone and on-line renewals. In this environment, the additional charge is recommended.
- 3.4 Patterns of use for CD loans have changed in the recent time period. Items are rarely required for extended periods of time, leading to the proposal to implement a weekly loan period and fee. This will have the advantage to returning valuable items to be available for future loans.
- 3.5 The maximum fine for overdue items, i.e. books, CD's and DVD has risen from £8.50 to £9.00 this is the reflect an inflation increase and to encourage the early return in overdue items.
- 3.6 The increase in the charge for reserved items, not in stock, is proposed to rise from £3.50 to £4.00, which is an above inflation increase. This work is a significant pressure on staff time and the related searching and mechanisms for obtaining the items can be complex. The charge goes some was to reflecting the cost to the service while remaining within the scope of charges made by other authorities in the region.
- 3.7 It has proved more complex to find clear price comparisons for the Portsmouth History Centre and Archive related costs, as these services are delivered differently by other authorities. Overall our charges appear similar to, or a little higher than, neighbouring authorities. Increases reflect inflation rises and time taken by staff.
- 3.8 Two new charges are proposed regarding the coping of documents. Both come with the proposal that the Portsmouth History Centre reserves the right to refuse copying services where the process may put the documents at risk. The proposed charges are:
- Staff assisted photocopying. Frequently staff assistance is required to support the researcher and to protect the documents. This charge reflects the time spent on this activity.
 - Photography permits. This is to bring the service in line with other History Centre and Record Offices facilities in the region and responding to increasing requests. A day's permit would enable researchers to take images from agreed materials using a mobile phone or other smart device. This method is frequently less intrusive for the document than traditional forms of copying.
- 3.9 Increases in fines and charges can disproportionately impact certain vulnerable groups. With this in mind and in response to customer feedback, the Library and Archive Services are introducing an Access Membership category. This new membership group seeks to make the services equally accessible for all users by providing adjustments for adults with physical and learning disabilities, recognising that disability may impact on the

individual's ability to manage their library account as easily as other users. To avoid members of this group falling foul of overdue loan charges, no fines will be incurred by adults on any overdue books or spoken word items. This membership category will not charge a reservation fee for items required from other libraries. Charges for the loan of film and music will still apply.

4. Reasons for recommendation

4.1 The recommendations have been developed in order to meet the following aims:

- Ensure that charges are sufficient to cover costs, ensuring there is no additional strain on existing Library budgets
- Changes in fines are fair and in line with neighbouring authorities.
- Increases are not so severe that they could deter use of services. Needs of vulnerable groups have been considered.

A rationale is provided for each decision to increase charges and for each decision to hold the charge at the present level

4.2 Recommendation to increase charges

Item	Current Charge 2014/15	Proposed charge 2015/16	Reason for proposal
Libraries			
Books - overdue	Adults: 17p per day to max of £8.50 Children: No charge	Adults: 18p per day to max of £9.00 Children: No charge	Above inflation increase but in-line with neighbouring authorities
CD hire	£1.50 per month	£1.00 per week	Reflects changing patterns of use
CD overdue charge	All: 30p per day to max of £8.50	All: 30p per day to max of £9.00	Reflects increased cost of product
Reservation fees	Books not in stock - UK loan £3.50	Books not in stock - UK loan £4.00	To cover increasing cost of interlibrary loans
DVD overdue charge	Adults: 60p per day to max of £8.50 Children: 30p per day to max of £8.50	60p per day to max of £9.00 Children: 30p per day to max of £9.00	Reflects increased cost of product
Portsmouth History Centre			

Research fees:	30 minutes £13.50	£14.00	To reflect and support staff costs
Vehicle registration log transcriptions	£12.50	Vehicle registration log transcriptions: £14.00	To reflect and support staff costs
Attach image to CD	£3.00	Image attached to CD: £5.00 per image and £1.00 for CD	To be consistent with image by email charge
Photocopying - from PHC sources where staff support is required - new charge for 2015		B&W A4: 50p B&W A3: £1.00 Colour A4: £1.50 Colour A3: £3.00	To reflect cost of staff time to deliver the service.
Photography permit (daily) - new charge for 2015		£10.00 per day	To reflect changing use of services and mechanisms for recording images/data

- 4.3 Recommendation to retain charges at current level
Each of the charges made by the Library and Archive Services, which are not proposed to increase, are shown below with an explanation for retaining the current charge

Items	Current charge	Action	Rationale
DVD hire	£3.50 new releases £2.50 other stock	No change	Market will not bear an increase
Items lost or damaged beyond repair: members 5 + years - all adult	Full replacement cost	No change	N/A
Reservation fees	Books already in stock £1.00	No change	Market will not bear an increase
	International loans - at cost	No change	N/A
	Music scores (set of 40): £15.00	No change	Market will not bear an increase
Replacement library tickets	Adult: £1.50 Child: £0.50P	No change	Reflects charges in neighbouring authorities
Fax services	UK A4 £1.00	No change	Market will not

	Rest of world: £2.00 Receipt of fax: £0.50p		bear an increase
Braille Services	Core copy per A4 sheet: £3.50 Additional copy per A4 sheet: £0.60p Service free to individual with vision impaired	No change	Market will not bear an increase
Patent Documents	Copies obtained from other libraries at cost	No change	N/A
Photocopying/prints	A4 b&w: 10p A3 b&w: 20p A4 colour: £1.00 A3 colour: £1.50	No change	Market will not bear an increase. This is in line with other providers in the city.
IT Suite Hire	Hire of IT suites at Carnegie, Central & Southsea Libraries £18.00 per hour £13.50 per hour for PCC/charities/voluntary orgs	No change	Market will not bear an increase. This is in line with other providers in the city
	Baptism, marriage and confirmation certificates: £12.00	No changes	Statutory fee - charged nationally
	Image to be sent by email: £5.00	No change	Market will not bear an increase
	Prints from microfilm/microfiche A4 b&w £0.50p A3 b&w: £1.00	No change	Market will not bear an increase
	Photographic prints 7x5 £5 8x6 £6 10x8 £7 12x10 £10.50	No change	Provided by Photobox at their cost. This may be subject to change by the company.
PHC Postage	£5.00 min. Additional charge at cost	No change	Covers cost and avoid budget pressure

5. Equality impact assessment (EIA)

- 5.1 A preliminary EIA has been completed and there was found to be no negative impacts on service users.

6. Legal comments

- 6.1 The proposals in this report comply with the Council's obligations to protect its assets.

7. Head of Finance comments

- 7.1 Fees and charges are calculated using a total cost recovery methodology where possible.
- 7.2 Changes to the fees and charges structure detailed in this report are being proposed to ensure that where relevant inflationary increases are applied to current fees. Other changes are being proposed to ensure that charges are in line with other local providers and reflect current borrowing practices.
- 7.3 Income received by the library for the period to 30 September, 2014 is shown in the table below. Compared to the full year fees and charges income budget of £93,150 it is anticipated that £86,957 will be received, a shortfall of £6,193.

Income Stream	Actual As At 30/9/14	Year end Forecast Outturn	2014/15 Budget	Forecast Variance Surplus (Deficit)
	£	£	£	£
Fees and Charges	48,838	86,957	93,150	(6,193)

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 Signed by:
Stephen Baily
 Head of City Development and Cultural Services

Appendices: None

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

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The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by Cabinet Member for Culture, Leisure and Sport on 12 December 2014.

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Signed by:
Cabinet Member for Culture, Leisure and Sport

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Agenda Item 5



Portsmouth
CITY COUNCIL

Agenda item:

Title of meeting: Culture, Leisure and Sport Decision Meeting

Date of meeting: 12 December 2014

Subject: Fees and charges for Portsmouth Museums and Visitor Services

Report by: Head of City Development and Cultural Services

Wards affected: ALL

Key decision: No

Full Council decision: No

1. Purpose of report

1.1 The purpose of the report is to propose a number of changes and additions to the current Fees and Charges for Portsmouth Museums and Visitor Services from April 2015.

2. Recommendations

- 2.1 **The increase in line with inflation to the Museum service's admission fees plus amendments to the Leisure Card rate to meet the 40% agreed discount, as listed in Appendix 1, are agreed.**
- 2.2 **The 5% increase to the Museum venue hire charges as listed in Appendix 2 are agreed.**
- 2.3 **The changes to charges for the hire of the Castle Keep, the D-Day Museum Dulverton Wing and new charges for spaces at Portsmouth Museums as listed in Appendix 2 are agreed.**
- 2.4 **Wedding charges, including a year on year increase of 5%, as listed in Appendix 3 are agreed through to March 2018 to enable future bookings.**
- 2.5 **The Museum Service will apply the same charges agreed for Archives for research fees, attaching images to a CD, photocopying and assisted photocopying, the daily photography permit and for photographic prints.**
- 2.6 **Officers are able to offer a promotional discount for weddings and continue to test the potential of new income generating activities such as markets and specialist 'master-classes'. Where such charges are applied Leisure Card holders will be offered a 40% reduction.**

3. Background

- 3.1 Fees and charges are reviewed annually and the income received from admissions, venue hire and weddings etc is an important element of the service's revenue budgets. Charges cover a range of activities including:
- Admission charges (D-Day Museum and Dickens' Birthplace)
 - Venue hire
 - Wedding and other celebratory event hire
 - Use of images (reproduction fees)
 - Research and related costs
- 3.2 A number of services available to the public are offered by both the museums and archives services. It makes sense that the same charge should apply. The rationale for the charges is explained in the Library and Archives Fines and Charges Review 2015-16. A list of the relevant charges is attached as Appendix 4.

4. Reasons for recommendations

- 4.1 It is proposed that the admission fees for individuals and groups for the D-Day Museum and Charles Dickens Birthplace Museum be increased in line with inflation in 2015. This small increase ensures that the service is able to meet income targets, while still making the museums accessible and attractive to both local residents and visitors to the city. Admission charges for Leisure Card holders will be reduced to meet the 40% discount this group should receive.
- 4.2 Portsmouth City Council (PCC) maintained schools and non PCC maintained schools purchasing core option 15 through the Traded Services will continue to receive free entry during normal operational hours, all other schools will be charged. Charges for led sessions will continue as previously agreed.
- 4.3 A new charge will be introduced for all sites (including sites with free admission) to enable pre booked groups to visit out of season or on closed days. The charge will cover staff time and a contribution towards lighting/ heating etc.
- 4.4 Venue hire charges have not increased since 2010/11. An increase of 5% plus rounding has been applied to these along with the addition of charges for new spaces and an hourly hire rate. These changes will offer customers more flexibility and help the service meet income targets going forward.
- 4.5 It is proposed to reduce hire charges for the Dulverton Wing at the D-Day Museum to increase bookings and to increase charges for the Castle Keep by above 5% in light of new wedding charges.
- 4.6 Charges are proposed for venue hire in two new spaces at Cumberland House, the Butterfly House and the Activity Room and in the Esther Room at Portsmouth Museum.

- 4.7 The proposed charges for weddings include an increase over the next three years at a rate of 5% per year plus rounding. Three years of charges are required to enable the service to book future year's weddings now and maximise income.
- 4.8 A discretionary discount of between 10% and 20% will be available if required for wedding bookings made at promotional events such as fairs.
- 4.7 The service will continue to look at options to increase income across all sites. These may include for example specialist or seasonal markets where a charge is made for stall holders to take part or expert sessions with one of our Curators. The aim is to recover the cost of providing the event, add to the Museum's offer and raise income. Charges will be benchmarked with similar providers to ensure they are competitive. It would be beneficial for these charges to remain flexible (rather than fixed) to enable a range of options to be explored.
- 5. Equality impact assessment (EIA)**
- 5.1 A preliminary EIA has been completed and there was found to be no negative impacts on service users
- 6. Legal implications**
- 6.1 This is a discretionary service for which the charges are required to be reasonable. As these charges are backed by appropriate reasoning they will not be open to challenge.
- 7. Head of Finance comments**
- 7.1 In order to ensure that museum sites remain accessible to all, the admission fees have only been increased in line with inflation.
- 7.2 Other income streams such as venue hire and wedding charges have been reviewed to remain comparable with other neighbouring authorities and competitors offering a similar service.
- 7.3 The revised charges will maximise the opportunity to generate income for the Museum Service and to enable full cost recovery where applicable.

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Signed by:
Stephen Baily
Head of City Development and Cultural Services

- Appendices:**
- Appendix 1** - Museums and Visitor Services Admission Fees 2015/16
 - Appendix 2** - Museums and Visitor Services Venue Hire Charges 2015/16
 - Appendix 3** - Museums and Visitor Services Wedding Hire Charges 2015/16 to 2017/18
 - Appendix 4** - Charges relating to use of Museum Collections

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location
Appendix 1	Museums and Visitor Services Admission Fees 2015/16
Appendix 2	Museums and Visitor Services Venue Hire Charges 2015/16
Appendix 3	Museums and Visitor Services Wedding Hire Charges 2015/16 to 2017/18
Appendix 4	Charges relating to use of Museum Collections

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by Cabinet Member for Culture Leisure and Sport on 12 December 2014.

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 Signed by:
Cabinet Member for Culture Leisure and Sport

Appendix One
Portsmouth Museums and Visitor Services, Entrance Fees

Museum Entrance Fees	2014/15 Fee	2015/16 Fee	Increase
D-Day Museum and Overlord Embroidery			
Single Price Adult	6.70	6.80	1%
Single Price Senior Citizen *	5.70	5.80	2%
Single Price Child and Student **	4.60	4.70	2%
Single Price Leisure Card	4.60	4.00	-13%
Group Price Adult	5.70	5.80	2%
Group Price Senior Citizen	4.60	4.70	2%
Group Price Child	4.10	4.20	2%
Educational Group Price Schools, Colleges and Universities, & Military Personnel	3.60	3.65	1%
Parking Car and Coach	Car & Coach Charge	Car & Coach Charge	Car & Coach Charge
Charles Dickens Birthplace			
Single Price Adult	4.10	4.20	2%
Single Price Senior Citizen *	3.60	3.70	3%
Single Price Child and Student **	3.10	3.20	3%
Single Price Leisure Card	3.10	2.50	-19%
Group Price Adult	3.10	3.20	3%
Group Price Senior Citizen	2.60	2.70	4%
Group Price Child	2.10	2.20	5%
Educational Group Price Schools, Colleges and Universities	2.10	2.15	2%

* "Senior Citizen" concessionary ticket price is for visitors aged 60 or over.

** Admission is free for children aged 17 and under, if accompanied by a paying adult in a family group.

Group visits outside of normal opening hours will incur a fee of £120.

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Appendix Two
Portsmouth Museums and Visitor Services, Venue Hire Charges

	Charge per hire 2014/15			Charge per hire 2015/16			% Increase		
	(25% discount for charities / 3 rd sector			(25% discount for charities / 3 rd sector					
	£			£					
	Monday-Thursday	Friday-Saturday	Sunday	Monday-Thursday	Friday-Saturday	Sunday			
Portsmouth Museum and Records									
Museum Garden, reception and toilets 6pm – 10.30pm	900	1,125	1,800	950	1,180	1,890	6%	5%	5%
Museum Garden, space for Marquee only, 10am - 5pm				450	750	750			
City Museum (not garden) 6pm – 10.30pm	900	1,200	1,800	950	1,260	1,890	6%	5%	5%
Meeting Room daily rate Monday to Friday 10am – 5pm	70	140 (Sat)	140	75	150 (Sat)	150	7%	7%	7%
Esther Room daily rate Friday 10am – 5pm				550	740	740			
D-Day Museum									
Dulverton Wing and Reception 7pm – 10.30pm	350	700	700	370	740	740	6%	6%	6%
Theatre and Reception 7pm – 10.30pm	350	700	700	370	740	740	6%	6%	6%
Whole museum 7pm – 10.30pm	700	1,050	1,400	740	1,100	1,470	6%	5%	5%
Dulverton Wing daily rate (Nov to Mar), 10am - 5pm	525	700	700	400	550	550	-24%	-21%	-21%
Dickens' Birthplace									
Daily rate (October to March excluding Easter) 10am – 5pm	560	700	700	590	740	740	5%	6%	6%
Evening 6pm – 10.30pm	450	600	600	470	630	630	4%	5%	5%
Eastney Beam Engine House									
In steam, daily rate 10am – 5pm	700	1,050	1,400	740	1,100	1,470	6%	5%	5%
In steam, 6pm – 10.30pm	900	1,200	1,800	950	1,260	1,890	6%	5%	5%
Cumberland House Natural History Museum									
Whole museum, 6pm – 10.30	450	600	600	470	630	630	4%	5%	5%
Butterfly House and Reception				75	150	150			
Activity Room and Reception				75	150	150			
Southsea Castle									
Marquee Only									
Daily rate, 10am - 5pm	450	500	600	470	530	630	4%	6%	5%
Evening rate, 7pm - 11pm	730	1,200	1,200	770	1,260	1,260	5%	5%	5%
Meeting Room									
Daily rate, 10am – 5pm	60	60	150	60	60	160	0%	0%	7%
Evening rate, 7pm - 11pm	250	275	350	260	290	370	4%	5%	6%
The Keep									
Daily rate, 10am - 5pm (Mondays incur +£120)	500	500	1,000	600	600	1,200	20%	20%	20%
Evening rate, 7pm - 11pm	2,200	2,200	2,200	2,310	2,310	2,310	5%	5%	5%
New Year's Eve - 50% increase in all charges									

An hourly rate will be available on request, this will be worked out by dividing the hire charge by the number of hours and adding a 20% uplift.

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Appendix Three

Portsmouth Museums and Visitor Services, Wedding Hire Charges

Southsea Castle

	2014/15	2015/16	2016/17	2017/18
Castle Keep - Wedding Ceremony				
Mon - Thurs, two hours between 10am and 5pm	375	375	395	410
Friday and Saturday, two hours between 10am and	£500/£600	600	630	660
Sunday and Bank Holiday, two hours between 10am and 5pm.	800	800	840	880
Additional charge for all ceremony bookings outside of normal public opening hours*.		120	126	132
Castle Marquee - Wedding reception				
Mon - Thurs - 5pm - midnight	2,000	2,000	2,100	2,205
All other days - 5pm - midnight	2,750	2,750	2,900	3,045

Portsmouth Museum

Esther Room				
Mon - Thurs, two hours between 10am and 5pm	350	350	365	385
Friday and Saturday, two hours between 10am and	£475/£575	575	605	635
Sunday and Bank Holiday, two hours between 10am and 5pm.	750	750	785	825
Additional charge for all ceremony bookings outside of normal public opening hours*.	-	120	126	132

Dickens Birthplace				
Wedding Room				
Mon - Thurs, two hours between 10am and 5pm	375	375	395	415
Friday and Saturday, two hours between 10am and	£425/£495	495	520	545
Sunday and Bank Holiday, two hours between 10am and 5pm.	600	600	630	660
Additional charge for all ceremony bookings outside of normal public opening hours*.	-	120	126	132

* Additional charge to cover staff costs for 3 hours plus nominal £15 for overheads.

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Museum Fees and Charges 2015

Appendix 4

Charges relating to use of museum collections (as per history centre / archive charges 2015-16)

Item	Current Charge 2014/15	Proposed charge 2015/16
Research fee	30 minutes £13.50	£14.00
Photocopying where staff support is required	New charge	A4 b&w 50p A3 b&w £1.00 A4 colour £1.50 A3 colour £3.00
Photography permit	New charge	£10.00 per day
Photocopying/prints	A4 b&w 10p A3 b&w 20p A4 colour £1.00 A3 colour £1.50	No change
Photographic prints (by size)	7x5 £5 8x6 £6 10x8 £7 12x10 £10.50	No change

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Title of meeting:	Culture, Leisure and Sport Decision Meeting
Date of meeting:	12 December 2014
Subject:	Mythical Maze: The 2014 Summer Reading Challenge
Report by:	Head of City Development and Cultural Services
Wards affected:	All
Key decision:	No
Full Council decision:	No

1. Purpose of report

- 1.1 To inform the Cabinet Member of the results of the 2014 Summer Reading Challenge; the importance of encouraging children to read for pleasure; our growing engagement with young volunteers to support this initiative and to consider ways that pupil participation might be increased in the coming years.

2. Recommendations

- 2.1 **That the Library and Archive Service engage directly with schools, to explore how pupil participation in the Summer Reading Challenge can be increased. This will include embedding it in school improvement plans; targeting those schools with lower levels of participation and specific year groups or pupils.**

3. Background

- 3.1 Organised by The Reading Agency and delivered by 99% of all UK public libraries, the Summer Reading Challenge is the biggest annual reading promotion for primary school aged children. The Challenge aims to get more children into their local libraries, inspiring them to read for enjoyment. It combines free access to books with library-based activities and also an online element. Throughout the Challenge, library staff and teenage volunteers support the children, helping them to discover new authors and explore a wide range of different types of books.
- 3.2 This year, 1554 children completed the Summer Reading Challenge in Portsmouth, having read at least six books over the summer holidays. 54% were children aged 4-7 years old and 38% were 8-11 years old. Although the Challenge is aimed at primary school aged children, 6% were under 4 years old and 2% were over 12 years old. A higher number of girls completed the Challenge than boys: 57%/43%.
- 3.3 Parents and carers have the option to provide equalities monitoring information when their child signs up for the Challenge. 535 registration cards with this

information were completed. 119 children (22%) were from black or minority ethnic groups and eight children had disabilities.

- 3.4 In partnership with Museums and Records Service, Southsea Castle was made available for the winners' event, where children and their families are invited to collect certificates and medals. This is the second year we have held the event at this location and the partnership delivers an additional benefit of introducing Southsea castle to children and their families from across the city. 3,400 people attended on Saturday 20 September (1947 adults and 1453 children). In the period from the launch of the Challenge on Saturday 12th July to the winners' event, nearly 56,000 children's items were issued in Portsmouth libraries.
- 3.5 This year saw a substantial increase in the number of young people aged 11-19 who volunteered to support library staff in delivering the Challenge. Last year we set ourselves the target of 25% growth in the number of volunteers for 2014. In fact we had 57 young people volunteering, nearly a 50% increase on last year. To support these agendas, the Library and Archive Service received £900 of Cabinet Office funding.

4. Reasons for recommendations

- 4.1 Library staff visited 49 of the 53 primary schools in the city towards the end of the summer term to promote the Challenge in school assemblies. Whilst this plays a crucial role in raising awareness and enthusiasm amongst the children and teaching staff, there is real concern that the challenge is taken up by only the more able readers. The children most in need of support, encouragement and inspiration to develop their read are not participating in significant numbers. Greater active participation by schools in promoting the benefits of the Challenge to parents and carers, would significantly improve outcomes for pupils. Targeted encouragement for children and families identified as in need of literacy support is required
- 4.2 Although 1554 children completed the Challenge (a 2% increase on last year), 3015 children signed up to take part in the Challenge, giving us a completion rate of 51.5%. This figure of roughly 50% is remarkably consistent each year. Therefore, in order to meet our aspiration of increasing the number of children completing the Challenge beyond 10% of primary school age pupils, there needs to be a sustained partnership working with schools in order to engage parents and carers and raising their awareness of both the educational and recreational benefits of taking part.
- 4.3 One way of achieving this may be for head teachers to embed participation in the Summer Reading Challenge in their school improvement plans. This could be to target specific year groups, for example, or to drive up participation amongst boys in particular. According to research by the Institute for Education, "reading for pleasure is more important for children's cognitive development than their parents' level of education". Furthermore, the 2014 Key Stage 1 and 2 National Curriculum for English points out that "through reading in particular, pupils have a chance to develop culturally, emotionally, intellectually, socially and spiritually. Literature, especially, plays a key role in such development. Reading also enables pupils both to acquire knowledge and to build on what they already know. All the skills of

language are essential to participating fully as a member of society; pupils who do not learn to speak, read and write fluently and confidently are effectively disenfranchised".

5. Equality impact assessment (EIA)

5.1 A preliminary EIA has been completed and there was found to be no negative impacts on service users.

6. Legal comments

6.1 All legal comments are incorporated in the body of the report

7. Head of Finance comments

7.1 The recommendation proposed to engage directly with schools as part of the Summer Reading Challenge will be funded through existing budget resources.

7.2 Sources of additional support, such as the £900 funding Cabinet Office received this year, are continually being sought in order to enhance the offer.

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Signed by:
Stephen Baily
Head of City Development and Cultural Services

Appendices:

Appendix 1: Feedback received at the Summer Reading Challenge Winners' Event

Appendix 2: School participation in 2014

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location
Institute of Education Research 2013	http://readingagency.org.uk/news/reading-facts003/
National Curriculum for English 2014 Key Stages 1 and 2	https://www.gov.uk/government/publications/national-curriculum-in-england-english-programmes-of-study/national-curriculum-in-england-english-programmes-of-study

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by Cabinet Member for Culture, Leisure and Sport on 12 December 2014

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Signed by:
Cabinet Member for Culture Leisure and Sport

Appendix 1:

Feedback received at the Summer Reading Challenge Winners' Event

- Thank you, our children thoroughly enjoyed the reading challenge and the award day. The challenge certainly increased the number and range of books that they read over the summer.
- It helped my daughter improve her reading age over the summer.
- Think it's very good as it kept my daughter reading through the summer holidays whereas she might not have done as much. The certificate and medal are a great incentive, also.
- There has been a significant improvement in my son's reading ability and concentration. Thank you.
- We really enjoyed taking part. The challenge was a good incentive to get the children reading over the summer and the website extras were really well done.
- Very good, interesting. My daughter is reading fluently and it is a good challenge every summer.
- My children are enthusiastic readers anyway but nice to spend quality time in the holidays going to the library and sharing books.
- A wonderful idea. The challenge motivated my daughter to read during summer. It has increased her interest and love of reading and she is more fluent. A brilliant idea.
- Lola loved the summer reading challenge and even though she picked six really long books she was determined to see it through to the end!
- It really encourages comprehension and encouraged us to discuss the events in stories and also concepts as the children prepared to discuss their books. It's a great idea.
- We have done the summer reading challenge for four years. It has encouraged reading and to explore different authors. Brilliant.
- I think the reading challenge is an excellent idea. The thought of getting a medal definitely increased my children's enthusiasm for reading over the summer. We will definitely participate next year.
- Alfie, aged 8: I think the reading challenge was good. I'm looking forward to doing it next year because it will be my fifth time doing it.
- Ruby, aged 6: I liked getting the stickers after reading my new library books and then going to get another new book to read.

Appendix 2:
School participation in 2014

School	Number of children signed up for the Challenge	Number of children who completed the Challenge
Westover Primary	105	66
College Park Infant	88	63
Langstone Infant	90	60
St Swithun's Primary	109	56
Langstone Junior	98	49
St Jude's Primary	80	43
Court Lane Junior	54	42
Milton Park Federated School	58	42
Wimborne Infant	65	42
Corpus Christi Primary	84	39
Wimborne Junior	72	38
Court Lane Infant	65	36
Craneswater Junior	63	33
Fernhurst Junior	81	33
Cottage Grove Primary	54	32
Southsea Infant	48	31
Meon Infant	43	30
Penhale Infant	52	30
Cumberland Infant	41	26
Goldsmith Infant	47	26
Copnor Junior	60	25
Arundel Court Primary	50	24
Devonshire Infant	38	23
Gatcombe Park Primary	29	23
Copnor Infant	76	22
Meon Junior	50	22
Solent Infant	43	22

School	Number of children signed up for the Challenge	Number of children who completed the Challenge
Solent Junior	26	22
Isambard Brunel Junior	31	20
Meredith Infant	50	20
Newbridge Junior	40	20
Charles Dickens Primary	28	18
St John's RC Primary	34	18
Highbury Primary	21	16
St Pauls RC Primary	33	16
Stamshaw Infant	58	16
Ayrton Ark Academy	32	15
Northern Parade Infant	26	15
Northern Parade Junior	56	13
Portsmouth High School	24	13
Manor Infant	19	12
Portsdown Primary	25	12
Stamshaw Junior	20	12
Beacon View Primary Academy	43	11
Medina Primary	23	11
Moorings way Infant	19	11
St Johns College	20	11
Portsmouth Grammar School	23	10
Flying Bull Primary	17	6
St Georges Beneficial Primary	16	6
Lyndhurst Junior	17	5
Mayville High School	16	5
Cliffdale Primary	4	2
Victory Primary	5	2
Redwood Park Secondary	5	1
Mary Rose Special School	1	0

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Agenda Item 7



Portsmouth
CITY COUNCIL

Agenda item:

Decision maker : Culture, Leisure and Sport

Date of meeting: 12 December 2014

Subject: Charges at Great Salterns Golf Course

Report by: Head of Transport and Environment Service

Wards affected: All

Key decision: No

Full Council decision: No

1. Purpose of report

- 1.1. To present a review of the performance figures at Great Salterns Golf Course for the period April to September 2014 in order to gauge the effect of the new pricing policy (implemented in April 2014) by comparing this year's participation and income figures with previous years and with the golf market more widely.
- 1.2. To recommend golf charges for the 12 months from April 2015.

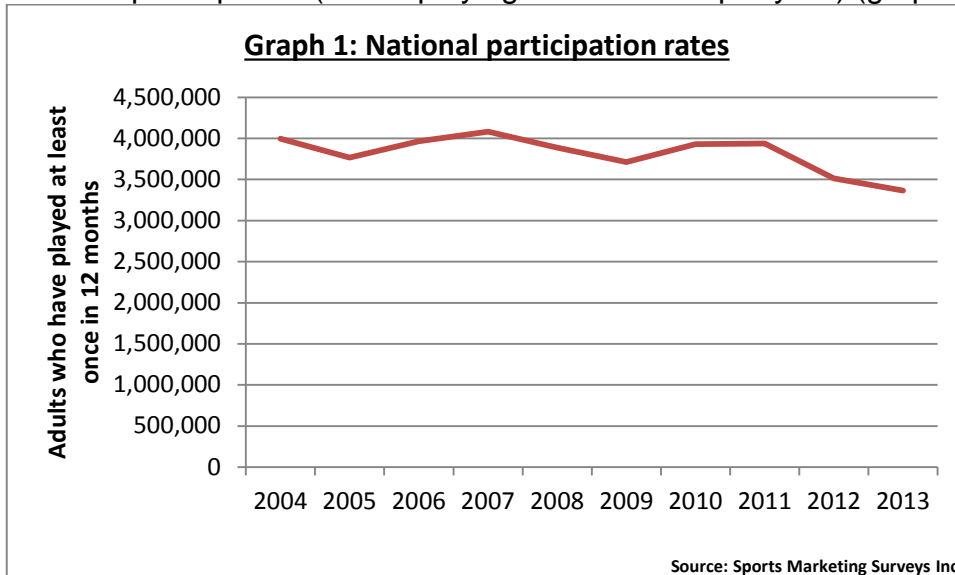
2. Recommendations

- 2.1. **That the Cabinet Member notes the effect of the new pricing policy on participation and income for 2014/15 and approves the continuation of this policy to encourage greater participation.**
- 2.2. **That approval is given for golf charges for 2015/16 at Great Salterns Golf Course as set out in the attached schedule.**
- 2.3. **That approval is given for putting back the start of the off-peak period from 2pm to 4pm April to September; and from 12 noon to 2pm October to March.**
- 2.4. **That approval is given to make adjustments to prices at any point in the year if it becomes apparent that income from golf charges declines further than would be expected, taking into account the overall decline in the current golf market.**

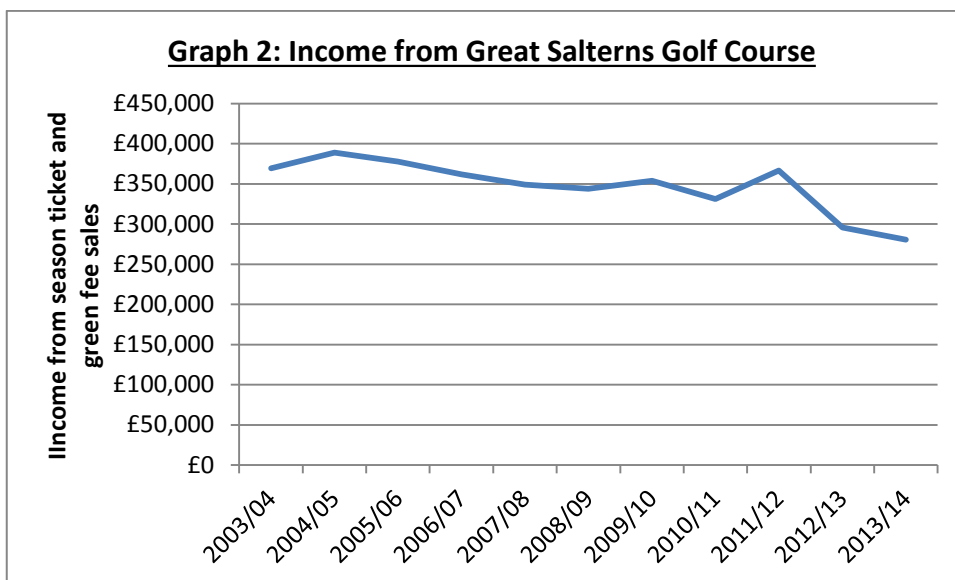
3. Background

3.1. The decline of the golf market

3.1.1. Over the past 10 years the national golf market has contracted by around 16% in terms of participation (adults playing at least once per year) (graph 1).



3.1.2. This trend is reflected in the income generated from golf at Great Salterns over the same time period (graph 2).



3.2. Review of charges in 2013/14

3.2.1. In 2013, in response to declining participation and income from golf, officers undertook a review of the charges at Great Salterns Golf Course. Advice was received from the course professional Terry Healy and his suggestions were endorsed by an independent review of the city's golf courses by John Ashworth Associates.

3.2.2. The recommendations from this review were approved by the Cabinet Member for Culture, Leisure and Sport on 7 February 2014. As a result the green fees for casual golfers were reduced significantly. The aim of the reduced prices was to encourage greater participation which, if significant, would in turn bring increased income.

3.2.3. Green fees:

Adult weekday tickets were reduced from £19.50 to £16 (18% reduction)

Adult weekend tickets were reduced from £23 to £20 (13% reduction)

OAP (over 65) weekday tickets were reduced from £16.50 to £13 (21% reduction)

OAP (over 65) weekend tickets were reduced from £20.50 to £16 (22% reduction)

Off peak tickets were left unchanged for the fourth year running at £11.

3.2.4. Season tickets:

Maxi season tickets were increased by around 2%.

Flexi season tickets were left unchanged.

3.2.5. Start fees for flexi season ticket holders were left unchanged.

3.3. **Further changes for the 2014 season**

3.3.1. As a result of ongoing analysis of the golf market by the course professional, three other changes were introduced for the season beginning in April 2014. These were published via the Members' Information Service on 17 April 2014.

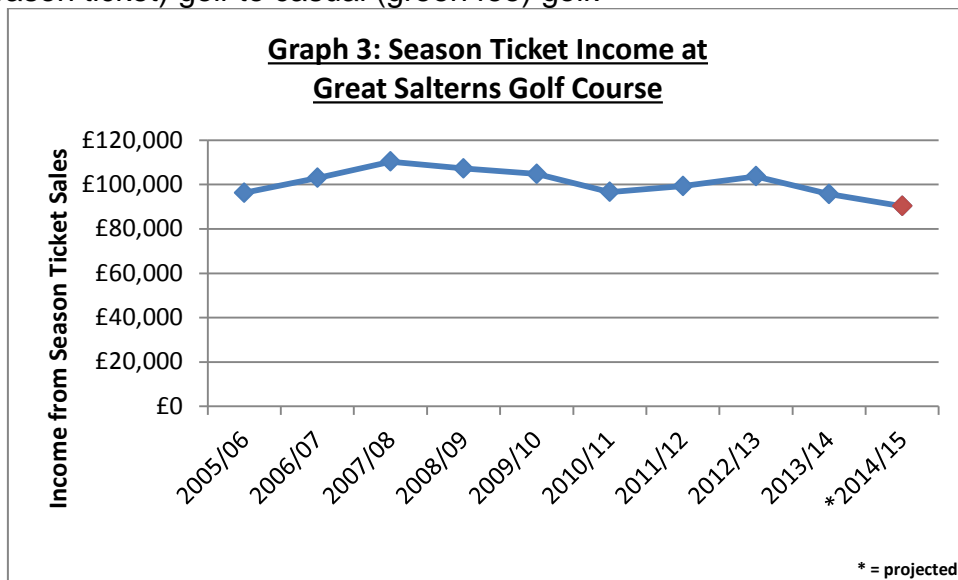
- Staggered season ticket charges: season ticket charges are now reduced at quarterly intervals through the year to encourage golfers to commit to the course by buying a ticket at a fairly reduced price.
- Extra benefit of the 5-day off peak flexi season ticket: allowing these ticket holders to play after 2pm on weekend afternoons increases the options for flexi ticket holders, and generates additional income through their start fees.
- Under-18s play free on Bank Holidays with a fee-paying adult. This encourages younger people to try the game with a parent or relative.

4. **Performance figures for the 2014/15 season so far**

4.1. **Season ticket sales**

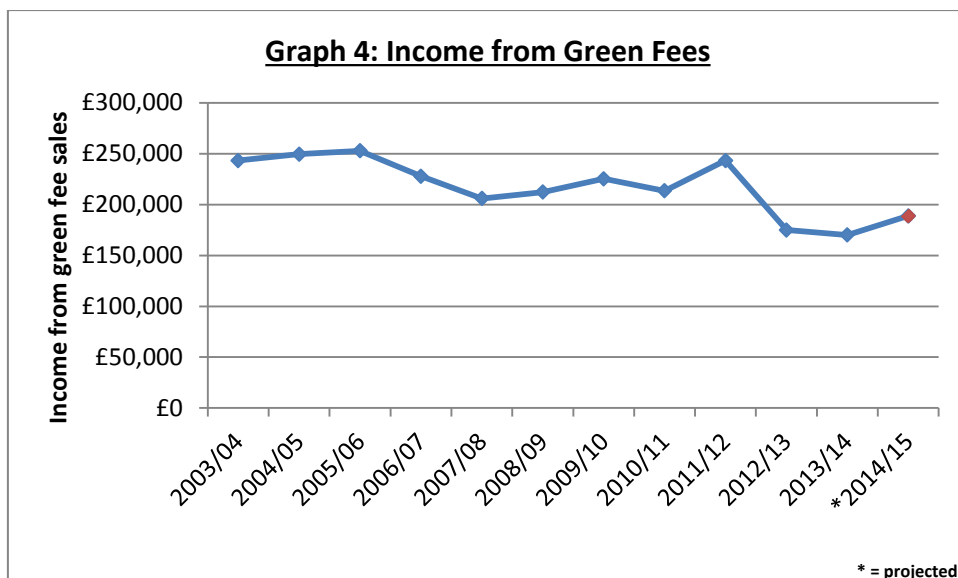
4.1.1. The introduction of pro-rata part-year flexi season tickets resulted in additional sales of these tickets in July and again in October. This did not happen in previous years when there was no reduction for part-year tickets.

- 4.1.2. 13 flexi season tickets were sold in July and 15 in October. These sales brought players to the course who otherwise might have played elsewhere and tied them into playing at Great Salterns for the remainder of the year.
- 4.1.3. Despite this, overall season ticket sales declined again this year in line with national trends of decreased participation in golf and the move from regular (season ticket) golf to casual (green fee) golf.



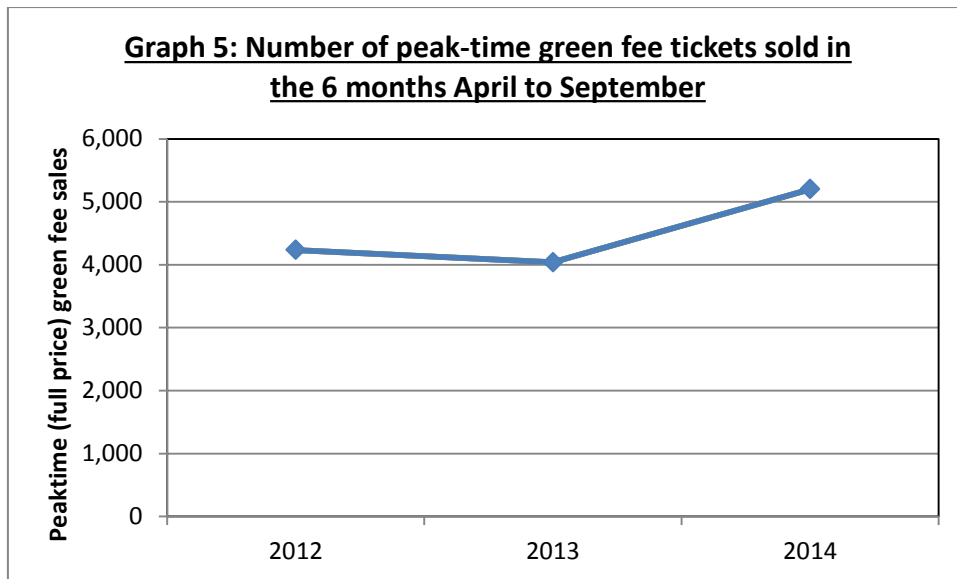
4.2. Green fee sales

- 4.2.1. Overall green fee income is projected to at least equal last year's income and with the expectation that last autumn/winter's extremely poor weather will not be repeated, income will likely exceed last year (graph 4).



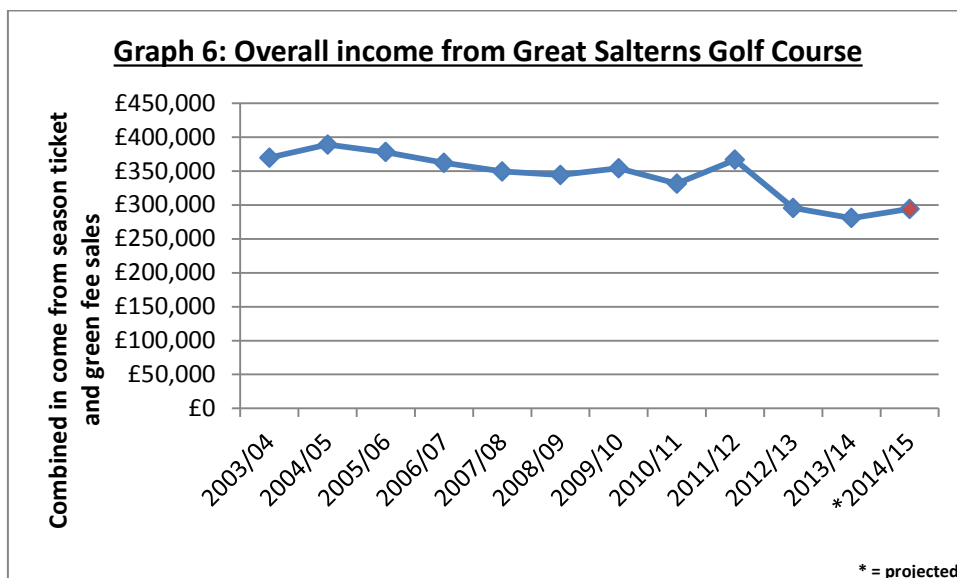
- 4.2.2. Peak-time green fee tickets were reduced in price this year by between 13% and 22%. This has yielded a 29% increase in numbers of tickets sold (graph 5), and

resulted in an 11% increase in income from this ticket type in the 6 months April to September.



4.3. Combined income from season ticket and green fee sales

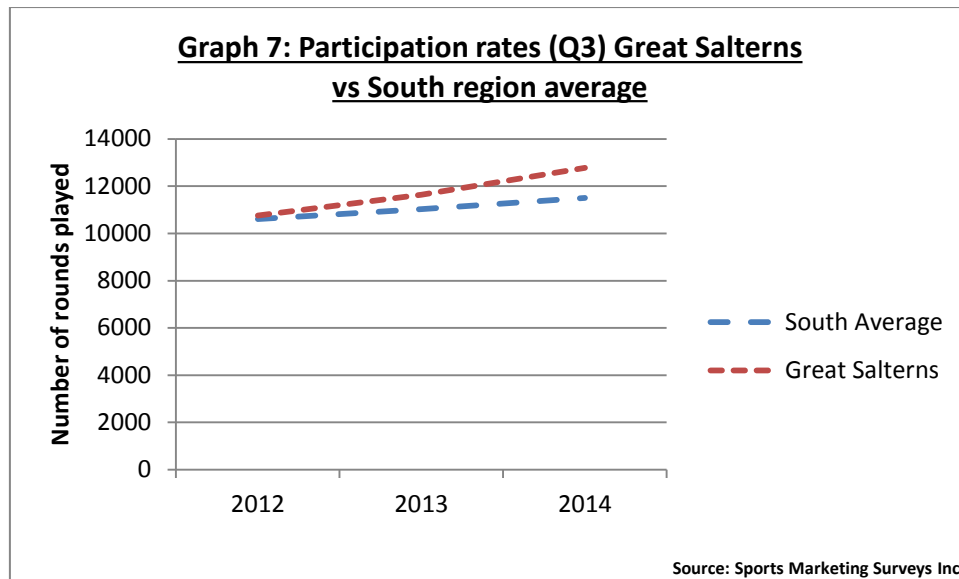
4.3.1. Income from Great Salterns Golf Course comes roughly $\frac{2}{3}$ from green fees and $\frac{1}{3}$ from season ticket sales (with a small percentage of income from start fees and society bookings). The 6% decline in income from season ticket sales is more than compensated for by the 11% increase in green fee income. Consequently overall income is projected to rise this year by 5% (graph 6) from £280,000 to £294,000.



4.4. Participation

4.4.1. In terms of the number of rounds played Great Salterns Golf Course is performing well against its competitors with a widening gap between the numbers of rounds

played at Great Salterns against the South region average (graph 7). Data is from Sports Marketing Surveys (SMS) 3rd-quarter participation survey.



4.4.2. SMS reports a rise in rounds played across the UK of 5% compared to the same period last year. At Great Salterns the rise in rounds played over the same period is 10%.

4.5. Summary

4.5.1. The evidence of the performance at Great Salterns Golf Course for the six months April to September demonstrates that the changes to prices implemented this year have been a success. The aims of increasing participation and increasing income appear likely to be met this financial year.

4.5.2. While it is the case that participation nationally has risen compared to last year, the rise at Great Salterns has been twice the regional level, and so the conclusion must be that reducing the cost of casual golf has brought more players to the course. This in turn has increased income.

5. Charges in 2015/16

5.1. The principle of applying inflationary increases across golf charges every year appears to have led in recent years to a situation where charges are higher than the market will bear. This is because the golf market has been contracting rather than growing in line with inflation, and competition from other golf courses has the effect of keeping charges down.

5.2. Those green fees that were reduced last year (i.e. the peak-time tickets) saw a 29% increase in sales, with a resulting 11% increase in income. This suggests that charges are more like the 'correct' rate that the market will bear, taking into account the offer at Great Salterns Golf Course.

5.3. It is recommended that, rather than applying inflationary increases, charges are reviewed and adjusted in line with prevailing market rates at other courses and taking into account the impact of the pricing policy this year.

5.4. **Green fees**

5.4.1. There appears to have been a move from casual golfers playing at off-peak times to peak-times (with the resultant increased income). This is likely to be due to a combination of the reduced cost of a peak-time ticket and the reduced *differential* between peak and off-peak tickets.

5.4.2. Given the increased income that results from golfers 'trading up' to peak-time golf, it is recommended that this development is built upon by increasing the cost of the non-junior off-peak tickets by £1 thereby reducing still further the price differential. The off peak ticket price was last increased 4 years ago.

Off peak green fees	2014/15	2015/16
Off-peak adult	£11	£12
Off-peak senior citizen	£8	£9
Off-peak junior	£6	£6

5.4.3. It is also recommended that the time when off-peak tickets apply be pushed back two hours from 2pm to 4pm April to September; and from 12 noon to 2pm October to March. This will further encourage the sale of peak-time tickets while offering off-peak tickets at a time that reflects their original purpose - i.e. a 'twilight' round of golf for a low price when the course is quiet and which reflects the possibility that the full 18 holes may not be completed before dark. This move brings Great Salterns in line with most local courses which generally start to sell their twilight tickets between 4pm and 6pm.

5.4.4. The gains made this year in terms of participation and income from the cheaper peak-time green fee tickets may be jeopardised by increasing these next year so it is recommended that the rates remain the same for 2015/16 at £20 weekends and £16 weekdays.

Standard (peak-time) green fees	2014/15	2015/16
Adult weekday	£16	£16
Adult weekend	£20	£20
Senior citizen weekday	£13	£13
Senior citizen weekend	£16	£16
Junior weekday	£10	£10
Junior weekend	£12	£12

5.5. **Season tickets**

5.5.1. Maxi season tickets were increased this year, and currently lie at just below significant price thresholds (£599, £499, £399). It is recommended that these charges remain unchanged for 2015/16.



Maxi season tickets	2014/15	2015/16
Adult 7 day	£599	£599
Adult 5 day	£499	£499
Senior citizen 5 day	£399	£399
Intermediate (18-23 years)	£350	£350
Junior maxi	£135	£135

- 5.5.2. Flexi season tickets were not increased this year and so it is recommended that this family of tickets is increased in 2015/16.

Flexi season tickets	2014/15	2015/16
Adult 7 day	£300	£329
Adult 5 day	£240	£259
Senior citizen 5 day	£185	£199
Junior off-peak	£35	£39

5.6. **Start Fees**

- 5.6.1. Start fees are paid per round by flexi-season ticket holders. With the recommendation that the price of the flexi ticket be increased, it is recommended that start fees are left unchanged for 2015/16.

Start fees	2014/15	2015/16
Weekday	£4.50	£4.50
Weekend	£5.00	£5.00
Off-peak	£3.50	£3.50
Junior weekday	£2.00	£2.00
Junior weekend	£2.50	£2.50

6. **Reasons for Recommendations**

- 6.1. To ensure that fees and charges are set at the appropriate level in order to continue the trend of increased participation and rising income levels.

7. **Equality impact assessment (EIA)**

- 7.1. An equality impact assessment is not required as the recommendations do not have a negative impact on any of the protected characteristics as described in the Equality Act 2010.

8. **Head of Legal Services comments**

- 8.1. The Council is free to charge a market rate for providing this facility and is under no obligation to subsidise it. However there is no reason why the Council should not seek to obtain the best return whilst encouraging use of the facility to fulfil other policy aims including participation in sport and improving health.

9. Head of Finance comments

- 9.1. As presented in 3.1.1.Graph 1, the national participation rates for golf show an overall decline in the last 10 years. Against this backdrop a revised pricing strategy was adopted in February 2014.
- 9.2. As presented in 3.1.2 Graph 2, income for Great Salterns Golf course has reflected the national picture in the decline in participation. However, there are indications that the revised pricing strategy adopted in February 2014 is making a positive impact in arresting the decline (4.4.1 Graph 7). Green fees are forecast to increase by 11% on the previous year (4.2.1. Graph 4), and this projected increase mitigates the continuing reduction in season ticket revenue.
- 9.3. The pricing changes proposed are that Green Fees pricing is not amended for the forthcoming year so as to remain competitive with other local courses and remain attractive to casual players. Further, it is proposed that Maxi Season ticket prices are held static so as not to cross significant price thresholds. These recommendations remain aligned to the pricing strategy adopted in February 2014.
- 9.4. It is proposed that Flexi season tickets are increased in 2015/16 by between 7.5% and 9.9% (the first increase in two years). However, there is no increase proposed to the associated start fees for this type of season ticket.
- 9.5. It is proposed that off peak times for green fees is pushed back two hours and that the cost is increased by £1.00 for Adult and Senior Citizen (9.1% and 12.5% increases). Pushing back of off peak times is consistent with other local golf courses and the impact of this together with the increased cost will be monitored to assess if casual golf participation varies significantly from current levels.
- 9.6. Correct pricing in a declining market is challenging. Officers will continue to monitor the impact of pricing changes on demand and pricing offered by competing local courses and make appropriate adjustments to maintain income.

.....
Signed by:
Simon Moon
Head of Transport and Environment Service

Appendices:

Appendix A: Schedule of fees and charges at Great Salterns Golf Course effective 1 April 2015

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

The recommendation(s) set out above were approved / approved as amended / deferred / rejected by Cabinet Member for Culture, Leisure & Sport on the 12th December 2014

.....
Signed by:
Councillor Lynda Symes
Cabinet Member for Culture, Leisure and Sport

**PORTSMOUTH CITY COUNCIL
GREAT SALTERNS GOLF COURSE CHARGES**

1ST APRIL 2015 - 31ST MARCH 2016

CHARGES FOR 2015/16

(To be operative from 1 April 2015 unless otherwise stated)

SEASON TICKETS	1st April 2014 - 31st March 2015 (Inclusive of VAT @ 20%)			1st April 2015 - 31st March 2016 (Inclusive of VAT @ 20%)		
	Start Fees					
	Ticket Cost	Weekday	Weekend	Ticket Cost	Weekday	Weekend
MAXI TICKETS						
Offers unlimited play						
Adult 7 Day	£599.00	N/A	N/A	£599.00	N/A	N/A
Adult 5 Day	£499.00	N/A	N/A	£499.00	N/A	N/A
Senior Citizen 5 Day	£399.00	N/A	N/A	£399.00	N/A	N/A
Intermediate (18 -23 years)	£350.00	N/A	N/A	£350.00	N/A	N/A
Junior Maxi	£135.00	N/A	N/A	£135.00	N/A	N/A
FLEXI TICKETS						
Offers a reduced annual fee plus a Start Fee per round						
Adult 7 Day	£300.00	£4.50	£5.00	£329.00	£4.50	£5.00
Adult 5 Day	£240.00	£4.50	N/A	£259.00	£4.50	N/A
Senior Citizen 5 Day	£185.00	£4.50	N/A	£199.00	£4.50	N/A
Off Peak Start Fee (Available with Flexi Ticket, times as advertised)		£3.50	£3.50		£3.50	£3.50
Junior Off Peak	£35.50	£2.00	£2.50	£39.00	£2.00	£2.50

5 Day Tickets allow play Monday - Friday excluding Bank Holidays

Direct Debit scheme is available to those who wish to spread payments, at 3% handling charge. (Not Junior Off Peak)

Junior Off Peak Monday-Friday after 10.00am & After 3.00pm Saturday, Sunday & Bank Holidays.

All Season Ticket prices include an amount for Golfers' Insurance, Adult £9.00, Juniors £7.00.

GREEN FEES	Weekday	Weekend	Weekday	Weekend
Standard				
Adult	£16.00	£20.00	£16.00	£20.00
Senior Citizen	£13.00	£16.00	£13.00	£16.00
Junior	£10.00	£12.00	£10.00	£12.00
Off Peak				
Adult	£11.00	£11.00	£12.00	£12.00
Senior Citizen	£8.00	£8.00	£9.00	£9.00
Junior	£6.00	£6.00	£6.00	£6.00
Reduced Course Ticket				
Adult	£13.00	£15.00	£13.00	£15.00
Senior Citizen	£10.00	£12.00	£10.00	£12.00
Junior	£7.00	£8.00	£7.00	£8.00

Leisure Card Holders 40% Discount on Green Fees

Off Peak Ticket: Available as advertised (Times vary through the year)

Reduced Course Ticket Applicable when only 12 - 17 holes available for play. If less than 12 holes Off Peak Ticket applies

All Green Fees include an amount for Golfers' Insurance of 28p (Reduced Course Tickets 20p).

Penalty Charge: For use of Golf Course without current ticket £20.00 in addition to Green Fee or Start Fee charge.

Junior Rates Apply to under 18 years of age

Intermediate Rates Apply to 18 to 23 years of age

Senior Citizen Rates Apply if aged 65 or over on 1st April 2015 for both men & women

Bank Holidays Weekend rates and conditions apply

CANCELLATIONS WITH LESS THAN 6 HOURS NOTICE MAY BE SUBJECT TO A CANCELLATION FEE

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**PORTSMOUTH CITY COUNCIL
GREAT SALTERNS GOLF COURSE CHARGES**

1ST APRIL 2015 - 31ST MARCH 2016

CHARGES FOR 2015/16

(To be operative from 1 April 2015 unless otherwise stated)

SEASON TICKETS	1st April 2014 - 31st March 2015 (Inclusive of VAT @ 20%)			1st April 2015 - 31st March 2016 (Inclusive of VAT @ 20%)		
	Ticket Cost	Start Fees		Ticket Cost	Start Fees	
		Weekday	Weekend		Weekday	Weekend
MAXI TICKETS						
Offers unlimited play						
Adult 7 Day	£599.00	N/A	N/A	£599.00	N/A	N/A
Adult 5 Day	£499.00	N/A	N/A	£499.00	N/A	N/A
Senior Citizen 5 Day	£399.00	N/A	N/A	£399.00	N/A	N/A
Intermediate (18 -23 years)	£350.00	N/A	N/A	£350.00	N/A	N/A
Junior Maxi	£135.00	N/A	N/A	£135.00	N/A	N/A
FLEXI TICKETS						
Offers a reduced annual fee plus a Start Fee per round						
Adult 7 Day	£300.00	£4.50	£5.00	£329.00	£4.50	£5.00
Adult 5 Day	£240.00	£4.50	N/A	£259.00	£4.50	N/A
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Off Peak Start Fee (Available with Flexi Ticket, times as advertised)		£3.50	£3.50		£3.50	£3.50
Junior Off Peak	£35.50	£2.00	£2.50	£39.00	£2.00	£2.50

5 Day Tickets allow play Monday - Friday excluding Bank Holidays

Direct Debit scheme is available to those who wish to spread payments, at 3% handling charge. (Not Junior Off Peak)

Junior Off Peak Monday-Friday after 10.00am & After 3.00pm Saturday, Sunday & Bank Holidays.

All Season Ticket prices include an amount for Golfers' Insurance, Adult £9.00, Juniors £7.00.

GREEN FEES	Weekday	Weekend	Weekday	Weekend
	Standard			
Adult	£16.00	£20.00	£16.00	£20.00
Senior Citizen	£13.00	£16.00	£13.00	£16.00
Junior	£10.00	£12.00	£10.00	£12.00
Off Peak				
Adult	£11.00	£11.00	£12.00	£12.00
Senior Citizen	£8.00	£8.00	£9.00	£9.00
Junior	£6.00	£6.00	£6.00	£6.00
Reduced Course Ticket				
Adult	£13.00	£15.00	£13.00	£15.00
Senior Citizen	£10.00	£12.00	£10.00	£12.00
Junior	£7.00	£8.00	£7.00	£8.00

Leisure Card Holders 40% Discount on Green Fees

Off Peak Ticket: Available as advertised (Times vary through the year)

Reduced Course Ticket Applicable when only 12 - 17 holes available for play. If less than 12 holes Off Peak Ticket applies

All Green Fees include an amount for Golfers' Insurance of 28p (Reduced Course Tickets 20p).

Penalty Charge: For use of Golf Course without current ticket £20.00 in addition to Green Fee or Start Fee charge.

Junior Rates Apply to under 18 years of age

Intermediate Rates Apply to 18 to 23 years of age

Senior Citizen Rates Apply if aged 65 or over on 1st April 2015 for both men & women

Bank Holidays Weekend rates and conditions apply

CANCELLATIONS WITH LESS THAN 6 HOURS NOTICE MAY BE SUBJECT TO A CANCELLATION FEE

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Agenda Item 8



THIS ITEM IS FOR INFORMATION ONLY

Title of meeting:	Culture, Leisure and Sport Decision Meeting
Subject:	Portsmouth Libraries Stock Practices and Principles
Date of meeting:	12 December 2014
Report by:	Head of City Development and Cultural Services
Wards affected:	All

1. **Requested by:** Cabinet Member for Culture, Leisure and Sport
2. **Purpose**
 - 2.1 This report seeks to inform the Cabinet Member on Portsmouth Library Service's stock practice: the understanding and requirements behind the provision of stock in Portsmouth Libraries. Portsmouth Libraries follows a number of principles to inform stock selection, management and processes which are explained in sections 4-10.
3. **Information requested:**
 - 3.1 Stock covers all the materials purchased for use by library members both in physical and digital formats. The publishing world and reading habits are rapidly changing and the stock practice will be updated on a regular basis to reflect this.
 - 3.2 The purchase of items for Portsmouth History Centre will be the subject of another report. The stock disposal policy was the subject of a previous report <http://democracy.portsmouth.gov.uk/ieListDocuments.aspx?CId=131&MID=2267#AI853>
4. **Public feedback:**
 - 4.1 **Statistics:** The biggest quantitative feedback comes from the issue figures (see Appendix A), which show exactly what the public are borrowing. The Information and Stock Team use these figures to closely monitor what type of stock is popular and to motivate libraries to increase their issues by sending out the statistics on a monthly basis.
 - 4.2 **Surveys:** The library held a stock survey during the summer of 2013 which generated a variety of public suggestions. This feedback was used to adjust our stock purchasing profiles.

- 4.3 **Suggestions:** On an everyday basis, the library aims to respond quickly to all suggestions, ranging from a suggestion for a particular book, to more general observations, such as a certain branch needing more books on psychology. Frontline staff play a key role in feeding back suggestions to the Information and Stock Librarian.
- 4.4 **Reservations and requests:** Borrowers can request books which are not in stock, and many requested books are purchased for the library service. This service is very useful in helping us monitor what is in demand. The library receives about 1,800 requests a year for items that are not held in stock. Many of these requests are for books which are out of print, or too specialist for a public library, in which case we apply for an interlibrary loan from other library authorities, or the British Library Document Supply Centre. However, about a third of requests are for books which are in print and suitable for stock, in which case the Information and Stock Librarian will purchase copies. Inevitably supplier selection will miss the occasional title that is then reviewed, or becomes popular, particularly from books by debut authors. In other cases, the library may have held copies once which have since been withdrawn and not replaced. All these requests are an important form of reader feedback, and alert the library to fill stock gaps. Each week the stock librarian receives an automatic list of reservations on items in stock. Titles with more reservations than copies are easily identifiable, and we can then top up popular books with extra copies.

5. Legislation and policies

- 5.1 **Law:** Portsmouth Library Service will provide books and other materials within the current legislation pertaining to libraries and publications:
- Copyright Design and Patents Act 1992
 - Local Government Act 1992
 - Obscene Publications Act 1959 (amended 1964)
 - Public Libraries and Museums Act 1964
 - Video Recording Act 1984
- 5.2 **PCC policies:** Current PCC policies influence stock purchasing. For example Shaping Portsmouth has led to us purchasing more books which support small and medium businesses to develop.
- 5.3 **National agendas:** Stock purchasing can be influenced by national agendas. The Reading Agency is particularly influential in directing important agendas for libraries nationally. For instance there has been a campaign around 'Mood boosting books' which led to the purchase of fiction and non-fiction aimed to help boost low mood.

5.4 **CILIP policies**

5.4.1 We will adhere to the Chartered Institute of Library and Information Professional's statement on censorship. In the past librarians and information staff have resisted pressure from many shades of opinion to censor material and have defended the principle of the free dissemination of information. They are expected as part of CILIP's Ethical Principles to show "commitment to the defence, and the advancement, of access to information, ideas and works of the imagination".

5.4.2 The responsibilities of librarians and information staff should include full discretion over collection development and management and access policy within a broad general policy set by the parent institution. The provision of access to materials by a library or information service does not imply endorsement especially where the material may be thought to encourage discrimination.

5.4.3 The principles of access are the same in the emerging networked society where the opportunities provided by information and communications technologies have revolutionised the way information is made available.
Copyright CILIP 2005

6. **Value for money: Using economical processes in the selection, purchasing and management of stock in order to provide best value:**

6.1 **CBC:** The majority of the stock is obtained from suppliers chosen after a consortium procurement procedure currently through the Central Buying Consortium (CBC). The contracts, usually awarded for two years with the option to extend cover separate lots for adult non-fiction, adult fiction, children's book, reference books, DVDs and music CDs. The suppliers chosen offer a considerable discount on the published price, service material to our requirements and also link orders and invoices with the library management system. The CBC has considered looking at a procurement process for large print and spoken word material but has concluded that library authorities would not obtain any additional advantage by such a process. There has also been consideration of a process for obtaining e-books but CBC has concluded that the library market is not currently ready for this.

6.2 **Supplier selection for adult and children's stock:** Selecting mainstream popular titles is not a cost effective use of the stock team's time. The team therefore have drawn up specifications for suppliers to select the stock for us for a fee. These specifications give guidance on which popular authors we'd like to stock, which subject areas and a budget allocation for each branch. These specifications are reviewed on a yearly basis and the selection is monitored on a monthly basis by the stock team and the Learning and Engagement Manager. The stock arrives ready serviced and shelf ready, thus saving valuable time.

6.3 **Standing orders:** Standing orders are an effective way of providing certain categories of stock on a yearly basis, examples would be large print and spoken word stock or a yearly directory that we know is to be bought every year.

- 6.4 **Price:** The library service works to obtain material at the most advantageous price. Every year the stock team meet to allocate the stock budget, between different formats and between the city's nine branches. The division is based on:
- 6.5 **Popularity of areas of stock:** The library uses issue figures to see how many items were borrowed at each branch. The issue figures are our best indication of the popularity of each area of stock, and the library uses them as the basis for the allocation of each year's stock budget.
- 6.6 **Cost:** We also take into account the average cost of material for each category to determine budget allocation. In general, children's books are cheaper than adult fiction, which in turn is cheaper than adult non-fiction. The more specialist textbooks in particular can be expensive. Spoken word on CD is the most expensive of all, with some audiobooks costing up to £90. The stock budget is divided accordingly, with more allocated to spoken word, for instance, than the issues would justify to cover the high unit costs.

7. **Book prices**

7.1 Average book prices for the year 2013-14 were as follows:

	Adult Fiction	Adult Non-Fiction	Children's Fiction	Children's Non-fiction
Hardback	9.97	10.58	4.94	7.40
Paperback	4.64	6.78	3.72	4.42
Large Print	23.50		13.00	
Spoken word	72.50		31.00	

7.2 **DVD prices**

Average DVD prices for the year 2013-14 were:

Adult: £18.50
Children: £13.00

8. **Reader development and access**

- 8.1 The Library Service aims to provide a wide range of quality stock that encourages reading as both a basic life skill and as an enjoyable and fulfilling leisure activity, catering to a wide range of reading tastes and levels. Ensuring that the stock is provided in a range of formats that reflects the needs of all potential users, including speakers of other languages, people with visual impairment and people with learning difficulties is integral to stock buying policy. We will also provide digital access to books, information, magazines and music to extend the availability of library material outside of library opening hours:
 - 8.1.1 **Adult Fiction:** There is still huge public demand for fiction in libraries, especially for newly published titles by popular authors. It is also important that the Library Service maintains a breadth of choice for readers and offers something more than

the supermarkets which only sell top selling titles. We promote the work of local authors, international and debut novelists. An important part of the Library Service's offer is maintaining a store of backlists of authors' works and which also provides access to out of print material.

- 8.1.2 **Children's stock:** We will provide quality collections of children's books at all service points to meet the needs of all ages and abilities of children and to encourage reading for pleasure and enjoyment: All children's material should reflect a diverse society and provide positive images of children and young people regarding gender, ethnicity and disability. Additionally, it should: contribute towards children's intellectual, emotional, psychological and social development; helping them understand their own and other people's situations. It should inspire children and young people, in terms of formal and informal learning, to use their imaginations and extend their use and understanding of language and vocabulary development. It supports the Foundation Stage and National Curriculum at Key Stages 1-4 and for all levels of ability. It should provide a breadth of recreational reading that will develop children and young people as readers, encouraging them to be lifelong learners and users of libraries. Virtually all children's material is selected by our supplier, based on our specifications.
- 8.1.3 **Stock for teenagers:** These categories refer to stock aimed at younger teenagers and older teenagers respectively. Broadly speaking, they are suitable for Year 7 and up - secondary school age - and the categories are set by our supplier. We can change these if it is viewed that material might be too challenging for the younger teen category. Whilst some titles for older teenagers can be fairly challenging in terms of their content, we do not practice censorship.
- 8.1.4 **Adult non-fiction:** Non-fiction issues have steadily declined over the years because of the access to information on the Internet. However there is still a strong demand for popular non-fiction - cookery, travel and particularly biographies- in all libraries. Central Library sees good issue figures for non-fiction and issues 40% of the city's non-fiction books. There is more demand for more specialised non-fiction in this branch because it is used by students. It must also be remembered that non-fiction can be expensive to buy so customers will often seek out these books in libraries to borrow rather than purchase. As with fiction we take requests for non-fiction to make sure we are responding to local demand.
- 8.1.5 **Reference books:** Because of the growth of the internet and online information services the provision of printed information books for reference purposes in libraries will now be restricted to a few key titles such as Who's Who, Whitaker's Almanac, church directories and some sporting almanacs where we retain a permanent file for future use.

The bulk of the budget allocated to reference material has been diverted to the budget for online resources. We provide subscriptions to a range of popular online reference resources ranging from encyclopaedias to family history.

- 8.1.6 **Historical collections:** Portsmouth History Centre seeks to continue to build a comprehensive, permanent collection of books, pamphlet, maps etc. about the Portsmouth area and by local authors. To this end we will aim to add at least one copy of new local books to the reference collections in the History Centre. Additional copies may be purchased for the loan collections. We will add items to stock even though they may not always meet the usual criteria of standard of production both in the physical format and the content. Significant works on the Royal Navy that add to the information we can provide to researchers will be purchased for reference for the Naval Collection. Important works on the life and works of Charles Dickens will be added to the Dickens Collection. We will not attempt to represent new editions of the novels either in English or in other languages. These will be purchased for loan when appropriate. Similarly we will add to the Conan Doyle Collection, new biographies and significant other works. Within the library service material budget we cannot hope to represent the range and depth of the material acquired by Richard Lancelyn Green.
- 8.1.7 **Books in other languages:** The library service aims to provide a range of books for both adults and children in the most widely read languages spoken in Portsmouth. These will be monitored over time and material in different languages provided or withdrawn as demand changes. According to the 2011 census 92.9% of the Portsmouth population speak English as a first language. At present the most widely-read languages are Chinese, Polish and Russian. The majority of books in other languages are held at Central Library.
- 8.1.8 **Skills for Life:** The Library Service is committed to providing Skills for Life collections in all of our libraries to help those who may be developing their reading skills. We will buy stock at all levels starting with books with a few words on each page working up to books with over a thousand words. The collection also consists of numeracy books which contain activity sheets for tutors to copy.
- 8.1.9 **Large print:** Large print books are provided for those library members who find reading standard print difficult. The range of material in this format is limited but we will select from that available through the major publishers of this format. This area will be closely monitored as the growth of e-books that give the user the option to change font size may well see this market diminish. The majority of the stock is purchased on a standing order basis from the major suppliers as these cover a range of fiction and non-fiction.
- 8.1.10 **Spoken word:** Spoken word material on CD is used by library members with little or no sight. They are also useful for people who find holding a book a struggle and those with some literacy issues. Spoken word is supplied by standing orders in a very similar way to large print. At present, the library only purchases spoken word in CD format. Although still popular with some older borrowers, overall there is little demand for cassette packs.
- 8.1.11 **e-audio:** We offer free audio book downloads to library members via the One Click Digital platform. This resource has proved a valuable addition to our cassette and cd spoken word offer as it enables users to access the books from home 24/7.

Increasingly more of our users are purchasing MP3 music devices and tablets so this offer is a welcome addition to them.

8.1.12 **DVD:** Five branches hold DVDs in stock (Central, Beddow, Cosham, North End and Southsea), although borrowers at other branches can reserve individual DVDs. The library mainly purchases rental DVDs which are licensed for libraries to rent to the public. Due to the rental licence, these DVDs are more expensive than standard retail DVDs, and are only available from the supplier for a limited time. Unlike the books, each DVD is selected by the library stock team, as the fee for supplier selection would have taken a large proportion of the budget.

Although the popular films issue the most, and therefore generate the most income, we expect each DVD to pay for itself over its lifetime, which would usually be several years. The library service will monitor the use of DVDs as the growth of downloading and streaming may well diminish the market for the physical format.

8.1.13 **Music:** A decision was made in 2014 to discontinue the CD collections as a result of declining issues. The stock has been removed from branch libraries. The remaining collection at the Central Library is generating a few issues but we are not currently adding to the collection. In 2014 we introduced the Freegal music download and streaming offer. While it is not comprehensive it does offer a music service to those users who have access to PCs, tablets and smartphones. The library service will keep up to date with developments in music services available to libraries to assess the most appropriate and cost effective service for the city.

8.1.14 **Magazines:** The cost of keeping a comprehensive collection of hard copy magazines with the thousands of titles published in the UK would be prohibitive so the service at present only takes those that are relevant to Portsmouth History Centre and are kept on permanent file. In 2012 we introduced an online magazine download service called Zinio, which means we can offer a far greater range of titles, accessible 24/7 and at a lower cost.

8.1.16 **E-books:** We are currently exploring the procurement of an ebook offer.

9. Quality

9.1 The advent of ebooks has seen an explosion in the numbers of self-publishing authors in both ebook and traditional book formats. Whilst this has brought much variety to the book world it also presents challenges for booksellers and librarians.

9.1.1 These challenges are in the quality of production where we often see poorly produced books with unattractive covers and flimsy binding. There are also considerations around the quality of the writing. In libraries we aim to be as inclusive and non-judgemental as possible in presenting a wide and diverse range of books, but we also have a responsibility to our users to make sure what we do present is of a reasonable quality.

If we are donated a copy of a new book by a self-published author, our policy is for the Information and Stock Librarian to consider whether it is suitable for stock. If it is, we might purchase more copies for other branches, but we cannot accept everything and sometimes we will have to decline. The Stock Librarian's decision is final.

9.2 **Criteria:** we apply the following quality criteria when purchasing books:

- **Physical format:** The binding should be robust to ensure the book will not fall apart easily. Some formats, such as spiral binding, are unsuitable for library stock. The overall production quality will also be taken into account.
- **Writing:** We aim to present a wide range of reading to all tastes. We do have an obligation to ensure that the writing and editing is of reasonable quality - this will be a decision that the Stock Team will make at their discretion

9.3 **Donations:**

While we will accept donations, subject to capacity, this is done on the understanding that we are not bound to add them to stock. In deciding whether to add a donated item, the same principles of selection apply as those used when purchasing material. Any donations not added to stock will be subject to the same disposal criteria as our own stock.

10. Measures of success

10.1 **Quantitative measures:** We partly measure the success of our stock policy using quantitative measures.

10.1.1 Basic monthly issue statistics are analysed to see how many items of stock were issued in each branch that month. We compare these to previous months and also the same time period the previous year. We are also able to break down the issues to see how much stock is issuing in each category e.g. adult fiction, children's non-fiction, DVDs. This includes analysing the number of downloads for digital formats.

10.1.2 We are also able to use our Library Management System Spydus to check numbers of reservations on items. This helps us to assess whether we have purchased enough copies of a particular title. We know that if there is a long waiting list of reservations, we may need to purchase more copies.

10.1.3 Every year the Library Service submits quantitative stock information to CIPFA. We are able to see other authorities' responses to compare how we measure.

10.2 **Qualitative measures:** Qualitative measures are also a very important factor in analysing the success of stock purchasing.

10.2.1 Every 3 months the Information and Stock Team work with the Library Managers to carry out stock revision in the libraries.

This involves physically looking at the quality and condition of the stock in the branches - we look for currency, wear and tear and number of issues for that item before deciding whether to keep the item or discard it (see Stock Disposal Policy for more information). Seeing the stock in situ is often the best way for assessing whether there is enough or too much stock in a branch and how much it is being used.

10.2.2 Feedback cards and surveys: All libraries have feedback cards for the public to use to tell us what they think about any aspect of the Library Service, including the stock. This feedback is first seen by the Head of Service and then stock suggestions are given to the Stock Team. The Library Survey also carries out public surveys from time to time. This always includes questions about the stock and can be a valuable method of gathering feedback.

10.2.3 Learning and Engagement team: The team work outside of libraries engaging the local community with library services. Feedback on stock is often gathered this way and can be a valuable method of feedback from non-library users.

10.2.4 The Library Service subscribes to Nielsen book data and book scan. This product enables us to compare our issues with national trends and check which titles are selling and issuing well.

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Signed by:
Stephen Baily
Head of City Development and Cultural Services

Appendices:

Appendix A: Portsmouth Library Service issues 2013-2014

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

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Appendix A

Branch issues in 2013/14

	Month	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
Branch														
Alderman Lacey		4,137	3,731	3,492	4,231	4,521	3,033	3,865	3,533	2,948	2,396	3,338	3,146	42,371
Carnegie		2,927	2,462	1,904	2,736	2,976	2,667	2,416	2,203	1,618	2,213	1,952	3,037	29,111
Central		13,169	11,902	11,717	13,036	13,464	11,763	13,429	10,486	8,792	11,423	10,715	11,210	141,106
Cosham		7,127	7,330	6,345	8,034	9,195	7,088	7,519	6,800	4,959	6,615	5,879	6,983	83,874
Cumberland Hse		0	0	0	9	15	7	2	3	4	11	11	3	65
Milton (Beddow)		6,976	6,210	7,373	8,354	8,005	7,128	7,806	6,946	5,018	5,922	6,000	6,310	82,048
North End		9,083	9,848	8,591	9,925	11,213	8,858	10,077	8,272	7,077	9,122	8,366	8,484	108,916
Paulsgrove		2,108	2,229	2,371	1,936	2,029	1,698	1,647	2,191	1,748	2,088	1,828	1,893	23,766
Portsea		1,424	1,391	1,378	1,462	1,408	978	1,268	1,075	812	727	765	851	13,539
Southsea		13,068	12,840	11,348	14,801	14,384	13,144	14,163	13,237	10,696	12,517	11,523	10,979	152,700
Others		7,039	7,608	4,634	5,575	5,233	5,655	5,905	5,626	5,825	5,518	5,053	5,254	68,925
E-audiobooks		326	295	250	322	312	251	304	203	267	270	217	222	3,239
Music downloads													105	105
Total		67,384	65,846	59,403	70,421	72,755	62,270	68,401	60,575	49,764	58,822	55,647	58,477	749,765

Notes:

The issue figures above include renewals.

Other service points include Children's Centres, and renewals via the City Help Desk and the web.

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Agenda Item 9



THIS ITEM IS FOR INFORMATION ONLY

Title of meeting: Culture, Leisure and Sport Decision Meeting

Subject: The Portsmouth Mobile Library

Date of meeting: 12 December 2014

Report by: Head of City Development and Cultural Services

Wards affected: ALL

1. Requested by: The Cabinet Member for Culture, Leisure and Sport

2. Purpose

2.1 To update the Cabinet Member on performance and progress made by the Portsmouth Mobile Library after the first two months of operation.

3. Background

3.1 The mobile library officially launched on Monday 1 September 2014, having made a preview appearance during the Southsea Show at the beginning of August. This service has replaced the Mobile Library in Drayton, Farlington and Anchorage Park which was provided under a Service Level Agreement (SLA) with Hampshire County Council (HCC) Library Service and ceased deliveries at the end of August 2014.

3.2 The new service increases the frequency of visits to these locations, with stops weekly at Anchorage Park (formerly fortnightly under the HCC SLA) and twice-weekly stops at Drayton (formerly once a week).

3.3 Library services are now available within a 20 minute walk to all Portsmouth residents. The mobile library, in addition to the nine static libraries, supports city-wide agendas regarding literacy and learning, improves access to PCC services and also helps with green agendas.

3.4 The vehicle has been manufactured and fitted out within budget. It has books for all ages and interests and a public access computer. The vehicle's bright and modern design and attractive book stock has met with a great deal of positivity from the public.

£100,000 of capital funding was allocated in the 2014/15 budget, to meet the requirement by Full Council to deliver a Portsmouth Mobile Library service to support areas in the city less well served by static libraries.

- 3.5** The new vehicle makes additional stops in Paulsgrove, London Road and Copnor Road and operates from Monday to Friday. The current timetable is included in Appendix 1. It is proposed that deliveries will be made to residential homes on Tuesday mornings from January 2015.
- 3.6** The experience of Southsea Library shows that locations close to where residents gather and shop are popular. To this end, three supermarket sites in the north of the city have been included in the timetable. Store managers at Tesco North Harbour, Sainsbury's in Farlington and Morrison's in Anchorage Park, have all been very cooperative and have facilitated highly visible parking locations for the vehicle.
- 4. Impact in the first two months**
- 4.1** From Monday 1 September to Friday 28 November, a total of 1743 people have visited the mobile library (1030 adults and 713 children). Excluding renewals, 2021 items have been issued from the vehicle, 34 reservations for stock held in the static libraries have been taken and 81 new members have joined the library service. Taking two of our smaller branch libraries as a comparison, during the same period, Portsea Library issued 1273 items, took 38 reservations and joined 41 new members. Paulsgrove Library issued 2878 items, took 124 reservations and joined 58 new members.
- 4.2** In addition to the standard weekly locations, the vehicle also attended the Summer Reading Challenge winners' event at Southsea Castle on Saturday 20 September and Spinnaker Tower during the October half term. The Library Service has recruited volunteers to support the driver/assistants and the public at different locations. There are four volunteers each engaged three hours a week who typically assist by meeting and greeting customers.
- 4.3 ICT provision on the mobile library**
- 4.4** As colleagues in Information Services continue to explore a permanent mobile internet solution, they have loaned a trial mi-fi unit - a wireless router that acts as a mobile internet hotspot - allowing up to ten devices to connect.
- 4.5** A network point is to be installed in the loading bay at the Central Library, enabling staff to connect the vehicle to update the self-service kiosk.
- 5. Review of current timetable**
- 5.1** The three areas in the north of the city that were served previously by the Hampshire Mobile Library Service are also seeing more borrowers now, which may in part be due to improving the location of the vehicle. After two months of operation, the Tuesday afternoon stop at Eastney is proving the most popular stop in terms of visitors, followed by the Wednesday afternoon stop at Mayfield Road/Copnor Road.

- 5.2** The Library and Archive Service are seeking to engage with other Council departments that may wish to hire the vehicle during weekends to promote their services. Additionally, there is scope to promote and support other cultural service offers in the north of city locations.

- 5.3** It is proposed that performance at the locations and resident feedback is monitored for six months before any decisions are made regarding adjustments to the current timetable.

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Signed by:
Stephen Baily
Head of City Development and Cultural Services

Appendices:

Appendix 1: The Portsmouth Library Mobile Timetable

Appendix 1:

The Portsmouth Library Mobile Timetable

Day	AM	PM
Monday	Drayton Lane/Havant Road 9.00 - 13.00	Ludlow Road Paulsgrove 13.00 - 17.00
Tuesday	Homes/Admin	Eastney Fort Cumberland Road 13.00 - 17.00
Wednesday	London Road (opp. Amberley Road) 9.00 - 13.00	Mayfield Road/Copnor Road 13.00 - 17.00
Thursday	Farlington, Sainsbury's Car Park 9.00 - 13.00	Anchorage Park, Morrison's Car Park 13.00 - 17.00
Friday	North Harbour, Tesco's Car Park 9.00 - 13.00	Drayton Lane/Havant Road 13.00 - 17.00
Weekend	Events/Bookings	Events/Bookings

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location



THIS ITEM IS FOR INFORMATION ONLY

Title of meeting:	Culture Leisure and Sport Decision Meeting
Subject:	Update on the Conan-Doyle Collaborative Doctoral Award with the University of Portsmouth
Date of meeting:	12 December 2014
Report by:	Head of City Development and Cultural Services
Report author:	Katharine Brombley, PhD student, University of Portsmouth
Wards affected:	ALL

1. **Requested by:** Cabinet Member for Culture, Leisure and Sport

2. **Purpose**

2.1 To update members on the progress of the Collaborative PhD project between Portsmouth City Council and the University of Portsmouth funded by the Arts and Humanities Research Council (AHRC). The project will run October 2013 to September 2016.

3. **Information Requested**

3.1 This is a postgraduate research project looking into the fandom of Arthur Conan Doyle using the unique collection at Portsmouth City Library bequeathed by Richard Lancelyn Green. This project is collaboratively supervised by Dr Pittard (University of Portsmouth) and Dr Jane Mee (Portsmouth Museums and Visitor Services Manager).

3.2 The aims of the project are to:

- Produce an 80,000 word thesis on the research topic, which will result in the awarding of a Doctoral qualification to the researcher.
- Increase public awareness of the collection through an online blog.
- Encourage local residents to get involved with the collection through exhibitions and other activities organised and run by the researcher in collaboration with council officers.
- Contribute to the council's 'Home of Great Writing' initiative.
- Establish links with current fandom communities and impact on longer term tourism strategies of the city.
- Provide the researcher with opportunities to gain transferable skills that are exploitable in the future...
- Widen access to the material in the collection for a non-specialist audience.

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- Extend knowledge of the collection in the academic community, making Portsmouth's public cultural holdings a destination for academic research.

- 3.3 The project began with the collaboration of Portsmouth City Council and the University of Portsmouth, represented by Dr Jane Mee and Dr Christopher Pittard, who applied for funding to the AHRC. The aim of this particular funding stream is that the research benefits both an academic and non-academic partner - the latter in this case represented by Portsmouth Museums and Visitor Services. A research student was recruited through an application process as stipulated by both organisations HR policies.
- 3.4 In October 2013 the research student, Katharine Brombley was introduced to the Conan Doyle collection by Michael Gunton and Katy Ball. This allowed Katharine an initial look at the collection and she was taught how to handle objects and archive material. This also covered an introduction to CALM the database used to catalogue Archives.
- 3.5 A blog was set up, which is hosted by Wordpress and linked to the Conan Doyle collection website. This has had 2400 views, with a personal best of 140 views in one day. Topics cover issues with modern fandom; biographical insight into Conan Doyle and interesting anecdotes/things found in the collection; as well reflections on personal experiences of working with the council, local groups, and training
- 3.6 Katharine has shadowed the Community Access Officer for the Conan Doyle collection, met the Museums Learning Officer and helped with the Portsmouth Autism Support Network's Doyle project as part of the Sharing Sherlock project. She has also designed school worksheets, helped move exhibitions, written proposals and has been involved with consultations on effective community involvement practices. She has also observed a number of museum events, including the Sherlock Trail and a Home Front session for schools at the D-Day Museum.
- 3.7 Katharine has presented two workshops to museum, library and archive staff and the Conan Doyle collection volunteers. As well as providing Katharine with an opportunity to prepare and organise a workshop, this event will help to ensure that staff are aware of Katharine's work and gain insight into the collection and how it might be used to engage the public in the future. The opportunity to attend a Cabinet Member Briefing also forms part of Katherine's learning as part of the project.
- 3.9 The plan for 2015 is for Katharine to get progressively more involved in developing and delivering events based on the Conan Doyle Collection. She will be introduced to the Inspiring Learning for All framework and generic learning and social outcomes. She will plan and present a public seminar at Bookfest 2015.

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- 3.10 In the final year of the project Katharine will participate in numerous Knowledge Transfer activities in partnership with council officers, as well as curate an exhibition.
- 3.11 Finally, Katharine will produce an 80,000 word thesis to be submitted to the University of Portsmouth for assessment and a viva will be held where Katharine will defend her thesis and the work she has carried out in the three years of her PhD.
- 3.12 The PhD and associated costs are funded by an award of £55,128 from the AHRC and £3,000 from PCC (over three years, from Museum Service budgets).

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Signed by
Stephen Baily
Head of City Development and Cultural Services

Appendices:

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

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